

DEPARTMENT OF BUILDING AND DEVELOPMENT  
STAFF REPORT

**PLANNING COMMISSION PUBLIC HEARING**

**DATE OF HEARING: October 6, 2010**

**CASE NUMBER/CASE NAME: ZOAM 2009-0003, Sign Regulations and  
ZOAM 2010-0002, Off-Site Directional Signs**

**DECISION DEADLINE: At the Pleasure of the Board**

**ELECTION DISTRICT: Countywide**

**PROJECT PLANNERS: Amy Lohr  
Marilee Seigfried  
Teresa Miller**

**EXECUTIVE SUMMARY**

On September 1, 2009 and February 17, 2010, the Board of Supervisors adopted Resolutions Of Intent to Amend the Revised 1993 Loudoun County Zoning Ordinance ("Zoning Ordinance") to 1) revise and establish new regulations pertaining to commercial signage—zoning ordinance amendment ZOAM 2009-0003; and 2) add off-site directional sign standards for religious assembly and civic uses—zoning ordinance amendment ZOAM 2010-0002 [Attachment 1]. In order to implement these resolutions, amendments are proposed to Sections 5-500, *Temporary Uses/Zoning Permits*, 5-600, *Additional Regulations for Specific Uses*, 5-1200, *Sign Regulations*, 6-1300, *Special Exception*, 6-1500, *Rezoning to Planned Development (PD) Districts*, and Article 8, *Definitions*. Draft text is included as Attachment 2.

**SUGGESTED MOTIONS**

1. I move that the Planning Commission forward ZOAM 2009-0003 and ZOAM 2010-0002 to committee for further discussion.

Or,

2. I move an alternative motion.

## **I. BACKGROUND**

On May 19, 2010, staff provided a brief introduction of the proposed amendments to the Planning Commission. A public input session was held on June 3, 2010 and written comment has been accepted and forwarded to the Commission during the process. The Planning Commission held a work session on June 16, 2010 and forwarded the applications for review to a Sub-Committee of the Planning Commission. The Signs Sub-Committee met on June 23, 28 and 30, July 7, 8, 14 and 27, and September 1, 2010. Meeting summaries are included as Attachment 3. Many issues were identified for the Sub-Committee's input and their final recommendations were transmitted to the Planning Commission in a September 3, 2010 memorandum [document available on-line at [www.loudoun.gov/signordinance](http://www.loudoun.gov/signordinance) and [www.loudoun.gov/lola](http://www.loudoun.gov/lola) (ZOAM 2009-0003, see Document 26)]. Agency referrals on the proposed amendments from the Departments of Planning and Economic Development are also available at [www.loudoun.gov/lola](http://www.loudoun.gov/lola) (for ZOAM 2009-0003 see Documents 12 and 13; for ZOAM 2010-0002 see Document 04). Finally, public outreach for the June 3, 2010 public input session and October 6, 2010 public hearing are summarized in Attachment 4.

During the review of ZOAM 2009-0003, the Signs Sub-Committee gave consideration to draft amendments developed by a "Sign Ordinance Volunteer Working Group" ("SOVWG"). The SOVWG consisted of 10 industry representatives with experience processing Comprehensive Sign Package (CSP) applications. The Group's goals were to identify major deficiencies in the Sign Regulations and prepare draft amendments to correct the major deficiencies. Issues cited by the SOVWG include general complexity of the regulations, the definition of sign, inflexibility with respect to current signage industry standards, and limitations with regard to processing project or business specific applications. The draft text [Attachment 2] simplifies the Sign Requirements Matrix, revises the definition of sign, adds several new sign categories, substantially revises the CSP process, and generally offers more signage to commercial uses. Also see Section IV. for additional discussion on specific goals related to ZOAM 2009-0003.

## **II. APPLICABILITY**

Pursuant to Section 1-103(N) of the Revised 1993 Loudoun County Zoning Ordinance, a number of commercially and industrially zoned properties located in the Route 28 Transportation Improvement District continue to be governed by either the 1972 Loudoun County Zoning Ordinance or the 1993 Loudoun County Zoning Ordinance. Therefore, the text amendments proposed in conjunction with ZOAMs 2009-0003 and 2010-0002 will not apply to properties administered under the 1972 and 1993 Zoning Ordinances. The amendments apply only to properties subject to the current Revised 1993 Loudoun County Zoning Ordinance.

## **III. SUMMARY OF KEY CHANGES**

Except where noted below, staff concurs with the text changes recommended by the Signs Sub-Committee.

*Section 5-1200, Sign Regulations:*

- Section 5-1201, *Purpose*. The Signs Sub-Committee reviewed the existing purpose statement of the sign regulations as well as the purpose statement of the Revised General Plan. The purpose section has been rewritten to state that the primary purposes of the sign regulations are: 1) to help people find a location without difficulty or confusion, and 2) to clearly identify places of business and communities. The purpose section also clarifies the accessory nature of signs, as components of an overall composition of architectural elements. [p. A9] Staff generally concurs with the revised purpose statement, but offers some additional recommendations. See Section V. below for additional discussion of the purpose section.
- Section 5-1202(A), *Signs Prohibited*. Revisions have been made to subsections (2), (3), and (5) to:
  - (2) Maintain and clarify restrictions against outlining a building or sign with neon or other permanent lights; allow for neon or other permanent lights to be permitted with the approval of a Sign Development Plan. [p. A10] The Ordinance does not currently offer any exception for the use of neon or other permanent lights to outline a building, sign or part thereof. The Sub-Committee determined that use of neon or other permanent lights may be appropriate in some instances and should be reviewed on a case-by-case basis.
  - (3) Maintain and clarify restrictions on the placement of signs on trees, fences, utility poles, rocks, curbstones, sidewalks, lamp posts, hydrants, bridges and highway markers; delete the exemption which allows for placement of signs on trees, fences, etc. when such signs are not visible from any public road. [p. A10] The provision regarding visibility from a public road has been difficult to administer and enforce.
  - (5) Maintain and clarify restrictions on the use of balloons, banners, pennants or inflated devices. Such items may be used only as expressly permitted by the Sign Requirements Matrix (i.e. for Temporary Signs under Section 5-1204(D)(5)). [p. A10] The Signs Sub-Committee recommendation maintains the current prohibition of banners, etc. for commercial retail uses.
- Section 5-1202(B), *Signs Permitted*. The Signs Sub-Committee recommends allowing signs other than those listed in the Sign Requirements Matrix to be requested with the submission of a Sign Development Plan. [p. A10] This represents a major change, as the existing text permits only those signs which are listed in the Sign Requirements Matrix.
- Section 5-1202(E), *Modification to Sign Regulations*. The Sub-Committee recommends deleting this section in its entirety, and enacting a new Section 5-1202(E), to be entitled *Alternative Sign Regulations*. Revised submission materials for a new application entitled "Sign Development Plan" will be used to request alternative sign regulations. A key change includes revised review criteria. Currently, a CSP must address how the application satisfies the public purpose to an equivalent degree. The draft text deletes that language and adds a requirement for a statement of justification with clear review criteria. [p. A11-A12]

The Sub-Committee recommends that the new Sign Development Plan process be available to property owners in all zoning districts, i.e. County-wide. This represents a major change, as the existing text allows only Planned Development (PD) zoned properties or those within a Unified Non-Residential Developments to apply for a CSP. Sign Development Plans would be processed under the procedure established for special exceptions. [p. A10-A12] While the Sub-Committee supports this new process, they did not reach full consensus on whether to allow any type of new sign category to be requested as part of the Sign Development Plan. See Section V. below for additional discussion of this revision.

*Table 5-1204(D), Sign Requirements Matrix:*

Significant revisions to the Sign Requirements Matrix include:

- Revise Sign Category (1)(g), *Home Occupation*, to add a provision allowing a home occupation sign to indicate more than one business at the residence. [p. A15]
- Revise *Public/Quasi Public Signs*, to establish a new separate category, and new sign requirements, for Hospital. [p. A15]
- Combine all entrance signs for commercial uses to new Sign Category (3), to be entitled *Commercial Entrance/Project Identification Signs in the PD, CLI, GB and MR-HI Districts*, and establish new sign requirements. [p. A16] Entrance signs must still be located at the vehicular entrances.
- Under new Sign Category (3), add a new category for Project Identification Signs and establish new sign requirements. [p. A16] Project Identification signs may be located anywhere within the development and contain only the name of the development.
- Revise Sign Category (4), to be entitled *Signs for Commercial, Office and Industrial Uses*, to combine/revise existing categories and requirements, and add new categories, and requirements for:
  - Tenant signs for Businesses in CLI, GB, PD-CC(NC), PD-CC(CC), PD-OP, PD-RDP, PD-CV, PD-RV and PD-AAAR. [p. A16]
  - Tenant signs for Businesses in PD-CC(SC), PD-CC(RC), PD-SA, PD-TC, PD-TREC, PD-TRC and PD-MUB. [p. A16]
  - Building ID/Tenant Signs Office Buildings, Hotels, Motels and Conference Centers. [p. A16]
  - Ground Floor Tenants in Office Buildings. [p. A17]
  - Exterior Directories for Office Buildings. [p. A17]
  - Exterior Directories for PD-CC(SC), PD-CC(RC), PD-SA, PD-TC, PD-TREC, PD-TRC and PD-MUB. [p. A17]
  - Flex/Industrial/Warehouse Buildings and Signs for Businesses in MR-HI, PD-IP and PD-GI. [p. A17]
  - Auto Service Station (including convenience store, car wash & repair). [p. A20]
  - Restaurant/Car Wash Drive-Through Menu. [p. A21]
  - Business in RC District. [p. A21]
  - Window or Display Sign (Business) in conjunction with certain other sign categories listed in the Sign Requirements Matrix. [p. A22]

- Sidewalk Sign in conjunction with certain other sign categories listed in the Sign Requirements Matrix. [p. A22]
- Revise Sign Category (7), *Miscellaneous Signs*, to establish new sign categories and requirements for Mixed Use Buildings - Residential Entry Signs, Ornamental Lamp Post Signs in certain districts, Window or Display Signs (Non-Business) and De Minimis Signs. [p. A23-A25]
- Add new requirements to Note 3 of the *General Notes* section, in regard to maximum height, to address building mounted signs. [p. A26]
- Add Figures to illustrate the new definitions “Sign, Building Façade for Determining Size of” and “Sign, Linear Foot (LF) for Determining Size of”. [p. A31-A32]

Examples of selected sign categories from Table 5-1204(D) are included as Attachment 5. Additionally, a clean copy of Section 5-1200 without underline and strikethrough text is included as Attachment 6.

#### *Article 8, Definitions:*

The Signs Sub-Committee reviewed all definitions pertaining to signs. The following key changes are recommended:

- Revise the existing definition of “Sign” to clarify what represents a sign and delete the current reference to drawing the attention of the public. [p. A39]
- Revise the existing definition of “Sign, Area of” to revise how the area of a sign is calculated, such that structural supports or uprights on which the sign is placed are not counted toward the area of a sign. Any background area forming an integral part of the sign display and used to differentiate the sign from such background is included in the area of a sign. [p. A39-A40]
- Language has been added to clarify the following definitions: “Sign, Background”, “Sign, Building Mounted”, “Sign, Directional, On-Site”, “Sign, Freestanding”, “Sign, Historical Markers”, and “Sign, Window or Display (Non-Business)” (formerly “Sign, Store Window or Display”). [p. A40-A42]
- Add new definitions for “Sign, Awning and Canopy”, “Sign, Building Façade for Determining Size of”, “Sign, De Minimis”, “Sign, Linear Foot (LF) for Determining Size of”, “Sign, Project Identification”, “Sign, Sidewalk”, “Sign, Window or Display (Business)”, and “Sign Development Plan”. [p. A40-A42]
- Delete existing definitions for “Sign, Building Frontage for Determining Size of” and “Unified Non-Residential Development”. [p. A40, A44-A45]
- The Signs Sub-Committee discussed adding definitions for “Artistic Works” or “Sign, Artistic Works/Wall Murals.” [p. A38, A40] See Section V. below for additional discussion on this issue.



The revisions to Sections 5-500, *Temporary Uses/Zoning Permits*, 5-600, *Additional Regulations for Specific Uses*, 6-1300, *Special Exception*, and 6-1500, *Rezoning to Planned Development (PD) Districts*, delete inconsistencies with the proposed revisions to Section 5-1200, *Sign Regulations*, and add cross references for clarification. The changes in these sections do not represent substantive changes to the Zoning Ordinance.

#### IV. GOALS OF ZOAM 2009-0003, SIGN REGULATIONS

Pursuant to an April 21, 2009 Board of Supervisors action item, the revisions to commercial signage should specifically address nine items. Upon completion of their work, the Signs Sub-Committee reviewed these items again and concluded the goals were largely achieved. Below are the nine goals with a brief explanation of how each goal has been addressed.

1. Clearly define the meaning of “sign” in the Loudoun County Zoning Ordinance, making it explicit that signs are not “uses.”

*The Sign Requirements Matrix has been revised to remove the term “land use” from the category column. In addition, the definition of sign has been substantially revised. These revisions clarify the function of a sign as an accessory use.*

2. Remove the need for legislative review concerning the most commonly granted exceptions in Comprehensive Sign Package Zoning Modifications. Replace legislative process for the most common exceptions with an administrative permitting process.

*Signs commonly requested through Comprehensive Sign Packages have been included in the revised Sign Requirements Matrix, including project identification signs, one additional building ID sign for office, hotel and conference center uses, exterior directories for office buildings and shopping centers, residential signs on mixed use buildings, ornamental lamp post signs, and sidewalk signs.*

3. Create a streamlined process for those sign exceptions that require legislative approval.

*The text changes propose a “Sign Development Plan” application, which would be processed as a special exception. The submission requirements have been clarified, such that criteria for review have been specifically identified. Commercial property owners are afforded additional signage per the revised Sign Requirements Matrix, which should reduce the number of legislative requests to modify signage.*

4. Ensure both administrative and legislative reviews are accessible to those in need of relief, including single-building or single-parcel owners in all zoning districts that allow signage.

*The text changes propose a "Sign Development Plan" process, which is available to single-building or single-parcel owners in all zoning districts. A new definition is proposed for "Sign Development Plan."*

5. Simplify the Sign Requirements Matrix concerning Commercial/Office Signs (Table 5-1204(D)).

*The Sign Requirements Matrix has been simplified for commercial, office and industrial signage. The number of categories has been reduced from 38 to 22.*

6. Address the issue of multi-tenant signage, such as the restriction of one sign per façade.

*The Sign Requirements Matrix has been revised to allow two signs per façade for businesses in the CLI, GB, PD-CC(NC), PD-CC(CC), PD-OP, PD-RDP, PD-CV, PD-RV, PD-AAAR, PD-CC(SC), PD-CC(RC), PD-SA, PD-TC, PD-TREC, PD-TRC and PD-MUB districts. Two building ID signs are allowed for office, hotel and conference center uses.*

7. Make maximum sign area a function of total façade area (square footage) and not a function of building height (stories).

*The Sign Requirements Matrix has been revised such that maximum sign area is a function of either linear feet of building frontage or façade area for most commercial, office and industrial sign categories.*

8. Ensure that the revisions to the existing Ordinance do not unintentionally allow billboards or temporary roadside signs that are currently prohibited.

*The proposed revisions do not allow for billboards or temporary roadside signs in conjunction with commercial uses.*

9. Review other recommendations included or attached with this item and make suggestions as deemed appropriate by Staff.

*A number of revisions and clarifications have been made to the Sign Requirements Matrix and Article 8, Definitions.*

## **V. OUTSTANDING ISSUES—ZOAM 2009-0003, SIGN REGULATIONS**

### *Revised Purpose Statement—Section 5-1201*

Staff generally concurs with the Signs Sub-Committee Recommendation regarding this section, but recommends deleting the text reading: "Loudoun County recognizes that signs are a necessary form of communication and will strive to provide clear and consistent rules and regulations and an efficient and effective means of administering and enforcing sign regulations."

[p. A9] All sections of the Zoning Ordinance are intended to provide clear and consistent regulations and staff does not see the need to state this specifically for signs. Additionally, staff recommends either deleting or moving the following sentence: "Careful control of signage can protect the general welfare and safety of individuals and property values, support economic vitality and viability, and enhance Loudoun's communities overall." Staff finds the language to be somewhat repetitive of the earlier sentences, but should the Planning Commission decide to retain this language, staff suggests it be inserted after the first sentence of the paragraph.

*Proposed Section 5-1202(E), Alternative Sign Regulations*

The Signs Sub-Committee recommends establishing the "Sign Development Plan" as a new application type that would permit alternative sign regulations to be requested. A "Sign Development Plan" would be defined as "a graphic representation showing a detailed plan of all signage proposed for a particular structure, lot, or development" and processed as a special exception application. [p. A10-A12] While the Sub-Committee endorses the new process, they were not able to reach full consensus on whether to allow any type of new sign category to be requested as part of this process. Commissioner Maio suggests that the additional categories be limited to neon signs and electronic/digital signs. In the context of the current proposal, staff recommends allowing any type of new sign category to be requested with a Sign Development Plan.

*Murals/Artistic works*

The Signs Sub-Committee discussed adding definitions for "Artistic Works" or "Sign, Artistic Works/Wall Murals." [p. A38, A40] The definitions were originally considered for the purpose of ensuring that murals or other artistic works would not be construed as signs. Concerns arose over freedom of expression, as well as the content and context in which such artistic works might appear in the County. Hence, the Sub-Committee did not arrive at a recommendation on this matter.

Staff has included two examples of artistic works in the County. [Attachment 7] These works do not contain a commercial message and have not been treated as signs or required to meet any requirement of the Sign Regulations. At this time, staff recommends that no definition be added to Article 8.

*Recommendations to the Board of Supervisors*

The Signs Sub-Committee has developed a set of recommendations concerning issues outside the direct purview of the ZOAMs. [Attachment 8] Staff requests the full Planning Commission review these recommendations and, should the Commission choose to make a formal recommendation, staff can forward it to the Board of Supervisors as part of this process.



## **VI. OUTSTANDING ISSUES—ZOAM 2010-0002, OFF-SITE DIRECTIONAL SIGNS**

ZOAM 2010-0002 proposes to add off-site directional signs for religious assembly and civic uses. The Article 8 definitions of those uses are included as Attachment 9. Pursuant to the adopted resolution of intent to amend, draft language was developed by staff. A sign category has been added under Table 5-1204(D)(7), Miscellaneous Signs, to allow off-site directional signs for religious assembly, civic and private non-profit organizations to be placed on private property. [p. A25] A related definition for “Sign, Directional, Off-Site” is proposed for Article 8. [p. A41]

The action item for this amendment states that churches who meet in schools or other facilities have been impacted by the Volunteer Sign Pick-up Program. Signage directing citizens to these uses were commonly placed in the right-of-way, and therefore removed by County staff and citizen volunteers. It is important to note that directional signs placed in the right-of-way will continue to be removed so long as this program is in place. The goal of this amendment is to allow off-site directional signs to be placed on private property.

While staff understands the issue facing religious and civic groups, staff has two primary concerns with this amendment. First, the amendment offers off-site signs only to certain users in the County. Commercial users commonly request off-site signs, and this amendment gives preferential treatment to religious assembly, civic and private non-profit organizations. Second, the recurring use of a school or other building for the weekly meetings of a religious assembly use constitutes another principal use of the site and is subject to all applicable zoning regulations. For example, a religious assembly use would need to be permitted in the zoning district, identified on an approved site plan and have a valid zoning permit for the use. Staff is concerned that uses which have located in the manner described in the action item may not be fully compliant with the Zoning Ordinance, in which case, it is not be appropriate to allow signage for these uses.

Additionally, The Signs Sub-Committee reviewed the draft language and identified a number of issues with the draft text:

- If the maximum number of signs is two, consider requiring a minimum distance between signs for the same use/event.
- In the additional requirements, clarify what shall constitute a change in direction for placement of these signs.
- In the additional requirements, narrow the use/event for which a sign is allowed.
- Consider placing a distance requirement between the off-site signs allowed and the use/event it describes.
- Consider allowing signs on commercially zoned properties only.
- Consider limiting the total number of signs to one per lot to prevent a proliferation of multiple use/event signs on a single parcel.

## VII. ZONING ORDINANCE CRITERIA FOR APPROVAL

Section 6-1211(D), Text Amendments, of the Revised 1993 Loudoun County Zoning Ordinance states "...for an amendment of the text of this Ordinance, the Planning Commission shall consider the following matters...":

|                 |                                                                                                                                                                                                                                                                                                                                      |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Standard</u> | <i>Whether the proposed text amendment is consistent with the Comprehensive Plan.</i>                                                                                                                                                                                                                                                |
| <u>Analysis</u> | The proposed text amendments are consistent with the Comprehensive Plan.                                                                                                                                                                                                                                                             |
| <u>Standard</u> | <i>Whether the proposed text amendment is consistent with the intent and purpose of this Ordinance.</i>                                                                                                                                                                                                                              |
| <u>Analysis</u> | The intent of this ordinance is defined under Section 1-102, which states: "This Ordinance is enacted in order to promote the health, safety and welfare of the residents of Loudoun County and to implement the Loudoun County Comprehensive Plan." The proposed amendments are consistent with the intent of the Zoning Ordinance. |

## VIII. ATTACHMENTS

| Number | Description                                                 | Pages   |
|--------|-------------------------------------------------------------|---------|
| 1      | Resolutions of Intent to Amend                              | A1—A4   |
| 2      | Draft text, revision date October 6, 2010                   | A5—A45  |
| 3      | Signs Sub-Committee meeting summaries                       | A46—A47 |
| 4      | Public outreach summary                                     | A48     |
| 5      | Sign category examples                                      | A49—A63 |
| 6      | Proposed Section 5-1200 without underline/strikethrough     | A64—A83 |
| 7      | Artistic works examples                                     | A84—A85 |
| 8      | Signs Sub-Committee recommendations to Board of Supervisors | A86     |
| 9      | Article 8 definitions related to ZOAM 2010-0009             | A87     |



Loudoun County, Virginia

[www.loudoun.gov](http://www.loudoun.gov)

Office of the County Administrator

1 Harrison Street, S.E., 5th Floor, P.O. Box 7000, Leesburg, VA 20177-7000

Telephone (703) 777-0200 • Fax (703) 777-0325

At a business meeting of the Board of Supervisors of Loudoun County, Virginia, held in the County Government Center, Board of Supervisors' Meeting Room, 1 Harrison St., S.E., Leesburg, Virginia, on Tuesday, September 1, 2009 at 9:00 a.m.

IN RE: RESOLUTION OF INTENT TO AMEND THE ZONING ORDINANCE TO REVISE AND CREATE NEW STANDARDS FOR BUSINESS SIGNS FOR COMMERCIAL USES

Mr. Miller moved that the Board of Supervisors adopt the Resolution of Intent to Amend the Revised 1993 Loudoun County Zoning Ordinance, provided as Attachment 1, to revise and create new standards for business signs for commercial uses.

Seconded by Mrs. Waters.

Voting on the Motion: Supervisors Buckley, Burk, Delgaudio, Kurtz, McGimsey, Miller, Waters and York – Yes; Supervisor Burton – No.

A COPY TESTE:

DEPUTY CLERK FOR THE LOUDOUN  
COUNTY BOARD OF SUPERVISORS

(10- RESOLUTION OF INTENT TO AMEND THE ZONING ORDINANCE TO REVISE AND CREATE NEW STANDARDS FOR BUSINESS SIGNS FOR COMMERCIAL USES)

SEPTEMBER 1, 2009

BOARD OF SUPERVISORS OF LOUDOUN COUNTY

RESOLUTION OF INTENT TO AMEND THE REVISED 1993 ZONING ORDINANCE  
TO REVISE AND CREATE NEW STANDARDS FOR  
BUSINESS SIGNS FOR COMMERCIAL USES

WHEREAS, the Board of Supervisors wishes to initiate amendments to the Revised 1993 Loudoun County Zoning Ordinance in furtherance of the purposes of zoning, as set out in §15.2-2283 of the Code of Virginia and to further implement the comprehensive plan; and

WHEREAS, the Board of Supervisors has determined that the regulations pertaining to business signs within the Revised 1993 Loudoun County Zoning Ordinance tend to hinder, rather than encourage, economic development activities that could provide desirable employment and enlarge the tax base of the County; and

WHEREAS, the Board of Supervisors developed a Strategic Plan in July 2008 that included amending the Revised 1993 Loudoun County Zoning Ordinance to revise sign regulations; and

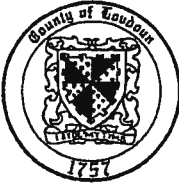
WHEREAS, the Board of Supervisors has established a goal to revise existing sign regulations to make them "friendlier to businesses", clarify definitions, streamline the process for Comprehensive Sign Packages, and allow for a broader use of Comprehensive Sign Packages for all businesses, while ensuring that such revisions do not unintentionally allow billboards or temporary roadside signs that are currently prohibited;

NOW, THEREFORE, BE IT RESOLVED, that the Board of Supervisors states its intention to amend the Revised 1993 Loudoun County Zoning Ordinance to adopt new provisions on the following matters:

1. Amend Article 5 of the Revised 1993 Loudoun County Zoning Ordinance by revising Section 5-1200, Sign Regulations, to establish new standards for business signs for commercial uses; and
2. Amend Article 8 of the Revised 1993 Loudoun County Zoning Ordinance to incorporate definitions for new terms and revise existing terms, as needed, to implement the revised Sign Regulations; and
3. Amend such other sections of the Revised 1993 Loudoun County Zoning Ordinance, as may be necessary, to ensure that the revised Sign Regulations are fully implemented and achieve the full intent of this Resolution; and

BE IT FURTHER RESOLVED, that (1) these amendments are in furtherance of the public necessity, convenience, general welfare, and good zoning practice; (2) Staff is directed to prepare draft amendments for consideration; and (3) the proposed amendments on these matters be brought forward for notice, hearing, Planning Commission recommendation, and Board of Supervisors' action.

A2



Loudoun County, Virginia

[www.loudoun.gov](http://www.loudoun.gov)

Office of the County Administrator

1 Harrison Street, S.E., 5th Floor, P.O. Box 7000, Leesburg, VA 20177-7000

Telephone (703) 777-0200 • Fax (703) 777-0325

At a business meeting of the Board of Supervisors of Loudoun County, Virginia, held in the County Government Center, Board of Supervisors' Meeting Room, 1 Harrison St., S.E., Leesburg, Virginia, on Wednesday, February 17, 2010 at 9:00 a.m.

IN RE: BOARD MEMBER INITIATIVE: EXPANDING SIGN ORDINANCE  
REVIEW TO ADD OFF-SITE DIRECTIONAL SIGN STANDARDS FOR  
RELIGIOUS ASSEMBLY AND CIVIC USES

Mrs. Waters moved that the Board of Supervisors approve the Resolution of Intent to Amend the Revised 1993 Loudoun County Zoning Ordinance, dated February 17, 2010, to add off-site directional sign standards for religious assembly and civic uses.

Seconded by Mr. Miller.

Voting on the Motion: Supervisors Buckley, Burk, Delgaudio, Kurtz, McGimsey, Miller, Waters and York – Yes; Supervisor Burton – No.

A COPY TESTE:

DEPUTY CLERK FOR THE LOUDOUN  
COUNTY BOARD OF SUPERVISORS

(5- EXPANDING SIGN ORDINANCE REVIEW TO ADD OFF-SITE DIRECTIONAL SIGN STANDARDS FOR RELIGIOUS ASSEMBLY AND CIVIC USES)

A3



February 17, 2010

**BOARD OF SUPERVISORS OF LOUDOUN COUNTY**

**RESOLUTION OF INTENT TO AMEND THE REVISED 1993 ZONING ORDINANCE  
TO ADD OFF-SITE DIRECTIONAL SIGN STANDARDS FOR RELIGIOUS  
ASSEMBLY AND CIVIC USES**

**WHEREAS**, the Board of Supervisors wishes to initiate amendments to the Revised 1993 Loudoun County Zoning Ordinance in furtherance of the purposes of zoning, as set out in 15.2-2283 of the Code of Virginia and to further implement the comprehensive plan; and

**WHEREAS**, the Board of Supervisors has determined that off-site directional signs are necessary for certain uses, limited to religious assembly and to be defined civic uses, while ensuring that such revisions do not create an overload of graphic messages or displays in the County;

**NOW, THEREFORE BE IT RESOLVED**, that the Board of Supervisors states its intention to amend the Revised 1993 Loudoun County Zoning Ordinance to adopt new and revised provisions on the following matters:

1. Amend Article 5 of the Revised 1993 Loudoun County Zoning Ordinance by revision Section 5-1200, Sign Regulations, to add standards for off-site directional signs for religious assembly and civic uses; and
2. Amend Article 8 of the Revised 1993 Loudoun County Zoning Ordinance to incorporate definitions for new terms and revise existing terms, as needed, to implement these revisions; and
3. Amend other sections of the Revised 1993 Loudoun County Zoning Ordinance as needed to implement these revisions..

**BE IT FURTHER RESOLVED**, that (1) these amendments are in furtherance of the public necessity, convenience, general welfare, and good zoning practice; (2) Staff is directed to prepare draft amendments for consideration; and (3) the proposed amendments on these matters be brought forward for notice, hearing, Planning Commission recommendation, and Board of Supervisors' action.

A4

**Section 5-500**

**Temporary Uses/Zoning Permits.** These uses are permitted in all zoning districts, subject to the following.

**(A) Construction Related Temporary Uses.**

- (1) **Construction and Sales Trailers.** Temporary buildings, including but not limited to, construction and sales trailers, and storage of materials are permitted in conjunction with the construction of a building, buildings, subdivision, infrastructure, or development when limited to the duration of the construction. Temporary buildings may be erected after preliminary subdivision plat or site plan approval so long as zoning requirements are met for the lot on which the temporary buildings are placed and appropriate building permits have been obtained. Such temporary buildings shall be removed as a condition of final bond release.
- (2) **Temporary Dwelling unit in conjunction with construction of a dwelling.** The erection and occupancy of a temporary dwelling for up to twelve (12) months, which may be extended by the Zoning Administrator in 6 month increments, is permitted during the construction of a dwelling on the same lot subject to obtaining a zoning permit, to be issued concurrently with or after the issuance of the building permit.
- (3) **Sales and leasing.** Residential and non-residential sales and leasing are permitted as a temporary use in a dwelling, a model home, or temporary building located in the same subdivision or development where the dwellings or non-residential buildings are to be located and offered for sale or lease. The sales use is permitted until the issuance of the last occupancy permit within the subdivision or development.
- (4) **Model Homes.** Single family detached model homes are permitted in all districts where residential uses are allowed. Single family detached model homes may be constructed prior to record plat approval so long as zoning requirements are met for the lot on which the home is constructed and appropriate building permits have been obtained. If a model home has been constructed prior to record plat approval, it shall be depicted on the record plat. Single family attached model homes, multi-family model units, and model home courts are permitted subject to first obtaining record plat or site plan approval. In addition, if any model home incorporates features that are atypical to the ultimate residential use of the home, such as, but not limited to, utilization of the garage for a sales office without the provision of adequate on-site parking, or provision of a centralized parking area for a model court, then the use is also subject to review and approval through a site plan amendment process. Alternatively, the model unit or model court may be incorporated in the construction plans and profiles of the applicable development

subdivision or site plan. The County may require a bond as appropriate to ensure that the atypical features including temporary parking lots will be removed or brought into conformance prior to conversion of the unit for residential occupancy. Notwithstanding, nothing herein shall be construed so as to require a garage in a model home to be utilized for parking, if the unit or lot otherwise meets the parking requirements of this ordinance. A model home shall obtain an occupancy permit prior to residential occupancy.

(B) **Temporary Sales.** Temporary sales of produce, Christmas trees, fireworks, and other seasonal goods, may be permitted on application for a temporary zoning permit to the Zoning Administrator. Such permit may impose conditions necessary to alleviate any adverse impacts such as provisions for adequate parking, traffic safety, fire safety, hours of operation, provision for sewage disposal, and other health and safety concerns the Zoning Administrator may deem necessary, and the posting of a bond to ensure timely removal of structures and materials and restoration of the area. A temporary zoning permit for temporary sales shall be valid for a period not to exceed 45 days, unless extended, and shall require that all structures and materials be removed within such time period. At a minimum:

- (1) Structures for temporary sales shall not exceed 400 square feet in floor area nor be closer than 35 feet to a right of way or prescriptive easement of a road.
- (2) Entrances and exits to roads shall be clearly delineated.
- (3) Entrances and exits shall be so located as to provide safe ingress and egress from roads and shall be channeled to prevent unrestricted access to and from the premises.

~~(4) No more than two (2) signs consistent with Section 5-1203(S) of this Ordinance shall be permitted.~~

(C) **Special Events.** Special events may be permitted on application for a temporary zoning permit to the Zoning Administrator, subject to this subsection's standards and requirements.

- (1) **Exemption for Special Events Approved as Part of a Special Exception Use.** Special events that are expressly approved as part of a special exception use are exempt from this subsection's requirements for a temporary zoning permit. If specific facilities or areas will be constructed or used to host the proposed special events, they shall be shown on the site plan required for the special exception use. Such special events shall comply with any applicable conditions stated in the special exception approval, and all other applicable provisions in the Zoning Ordinance, and the Loudoun County Code.

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- (C) **Exterior Lighting Standards.** All exterior lighting shall comply with the standards of Section 5-652(A) (Exterior Lighting Standards).
- (D) **Parking.**
  - (1) **General.** Parking and loading shall be provided as required by Section 5-1102.
  - (2) **Surface.** All parking areas serving the use shall use a dust-free surfacing material as provided in the Facilities Standards Manual.
- (E) **Landscaping/Buffering/Screening.**
  - (1) The use shall comply with the landscaping and screening standards of Section 5-653(A).
  - (2) Parking areas shall be screened to comply with the requirements of Section 5-653(B).

**5-603**

**Farm Markets.** Farm Markets may be located in accord with the lists of permitted and special exception uses for the individual zoning districts, subject to the following additional provisions:

- (A) A minimum of 25% of the gross sales receipts must be derived directly from agricultural products produced on site or other property owned by the operator. An annual report verifying the portion of sales derived from products produced on site shall be submitted on request to the Zoning Administrator.
- (B) Farm markets shall be located on a hard surfaced Class I or Class II road having a minimum paved width of eighteen (18) feet. The entrance to the farm market shall have safe sight distance and may be required to have right and left turn lanes.
- (C) Sales area for accessory products shall be limited to ten (10) percent of the total area devoted to sales. The calculation of total sales area shall include areas devoted to the display of items for sale.
- (D) Permitted accessory products include pottery, baskets, garden accessories, baked goods, floral supplies and other items directly related to the culture, care, use of, or processing of a principal use. Products not related to the principal permitted use such as lawn mowers and tractors shall not be allowed.

**5-604**

**Wayside Stands.** Wayside stands are subject to the following provisions:

- (A) Wayside stands are for retail sales provided the principal sales items sold are farm and garden products produced principally on-site. The term "on-site" shall be defined as all locations (separate parcels) used by the owner or tenant for farming (agriculture, horticulture or animal husbandry).

- (B) Permanent retail sales areas within structures shall not exceed, in the aggregate, ten thousand (10,000) square feet in floor area or a Floor Area Ratio of 0.02, whichever is greater.
- (C) Wayside stands may be located in farm structures existing prior to January 7, 2003. The sales area in an existing farm structure shall have no limitation and may be used as a sales area subsequent to compliance with the Uniform Statewide Building Code.
- (D) Sales areas for accessory products shall be limited to 25% of the gross sales area.
- (E) Accessory products include those products related to the care and culture of products produced on the farm, such as pottery, baskets, and garden accessories.
- (F) Entrances and exits to the wayside stand from public roadways shall provide safe ingress and egress from roads, and shall be channeled to prevent unrestricted vehicular access to and from the premises.
- (G) The sale of seasonal produce harvested on the farm may occur throughout the area of actual production.
- (H) Signs for Wayside stands shall be ~~may~~ erected ~~signs~~ in compliance with Section 5-1204(D) ~~5-1203(L)~~.

#### **5-605**

**Commercial Nurseries.** The following minimum requirements shall apply to all retail sales associated with production nurseries and commercial nurseries:

- (A) In calculating the percentage of plants grown on-site, plants must be cultivated at the subject nursery facility for at least one (1) full season of new growth for that plant.
- (B) Plant production may be certified by the County Extension Agent, if requested by the Zoning Administrator.
- (C) Plants brought to the subject nursery for immediate resale are included in calculations for non-site produced plants and accessory products.
- (D) Accessory products include those related to the culture and care of plant sold such as pottery, baskets, garden accessories, baked goods, and floral supplies. The sale of bulk products shall be permitted subject to screening requirements for outdoor storage in Section 5-1414(A). Propane, firewood lawn and garden tractors, or machine or other equipment sales are not accessory products.
- (E) The sales area for accessory products shall be limited to twenty five percent (25%) of the gross sales area.

#### **5-606**

**Kennels/Indoor Kennels.** Nothing herein shall relieve a kennel from complying with the provisions of Section 808 of the Codified Ordinances of



## Division C: Sign Regulations

### Section 5-1200

### Sign Regulations.

#### 5-1201

**Purpose.** The visual environment has an effect on and is an important element in safeguarding life, health and property and in preserving the natural beauty, historic and cultural attributes, unique character and attractiveness of communities. The intent of this section, therefore, is to establish well-designed signage that contributes in positive ways to Loudoun County's visual environment while expressing local character and helping to develop a distinctive image of the County. Loudoun County recognizes that signs are a necessary form of communication and will strive to provide clear and consistent rules and regulations and an efficient and effective means of administering and enforcing sign regulations. It is determined that ~~the primary purposes of signage regulations are~~ (1) to help people find a location ~~what they need~~ without difficulty or confusion, and (2) to clearly identify places of business and communities ~~without adverse impact on the visual character of an area. Careful control of signage can protect the general welfare and safety of individuals and property values, support economic vitality and viability, and enhance Loudoun's communities overall. Signs are to be considered accessory components of an overall composition of architectural elements, not as dominant architectural elements by themselves. They are subordinate to the structures and land use functions they reference. Thus, while not restricting the freedom of expression, regulations are hereby established for controlling the number, design, and location of signs, for treating similar types of signs consistently, and for preventing an overload of graphic messages or displays in the environment of Loudoun County. Signs are subordinate to the structures and land use functions they reference. Signs are to be considered accessory components of an overall composition of architectural elements, not as freestanding or dominant architectural elements by themselves. This Section establishes standards for the location, design, construction, installation, erection, display, and safety, and maintenance of signs, which are intended to convey graphic messages; encourage the general attractiveness, historic quality, and unique character of Loudoun County, and protect property values therein. More specifically, while not restricting freedom of expression, regulations are hereby established for: (1) Assuring compatibility of signs with land uses, (2) Promoting orderly, attractive and effective signage, (3) Establishing the type, number, physical dimensions, design and location of signs, (4) Treating similar types of signs consistently, and (5) Minimizing competing demands for visual attention to graphic messages or displays by preventing and reducing visual clutter.~~

#### 5-1202

### General Provisions.

- (A) **Signs Prohibited.** Signs with any of the following characteristics are prohibited:
- (1) **Other than on property or structure to which it directs attention.** Is located anywhere other than on the property or structure to which it directs attention or to which it is appurtenant, except (a) any sign erected or maintained by or under the supervision of county or other governmental authority

or the Virginia Department of Transportation, and (b) any other off-site sign which is specifically provided for in this article.

- (2) **Outlines any building or sign with neon or other permanent lights.** Outlines any building, sign, or part thereof with neon or other permanent lights, except as permitted with the approval of a Sign Development Plan.
  - (3) **On trees, fences, public utility pole, etc.** Is fastened, placed, painted, pasted or attached in any way to, in or upon any tree, fence, public utility pole, rock, curbstone, sidewalk, lamp post, hydrant, bridge, highway marker or another sign, except as otherwise permitted in Section 5-1204(D), Sign Requirements Matrix, or except ~~such~~ as may be (a) required by law, (b) so placed by a duly authorized governmental agency, (c) so placed not as an advertisement, but as a warning against hunting, fishing or trespassing, ~~(d) not visible from any public road,~~ (de) a farm sign, and ~~(ef)~~ a residential name sign.
  - (4) Illuminated signs which reflect or cast glare, directly or indirectly, on any public roadway or adjacent property.
  - (5) Balloons, banners, pennants or inflated devices ~~with the intent to draw attention to a place of business,~~ unless otherwise permitted ~~as a "Temporary Sign",~~ in Section 5-1204(D), ~~The~~ Sign Requirements Matrix.
- (B) **Signs Permitted.** Only signs as listed or otherwise provided for in Section 5-1204(D), Signs Requirements Matrix, shall be permitted, and these shall be subject to such regulations as are specifically set forth in each case and to all other regulations in this ordinance. No other signs shall be permitted, unless approved pursuant to a Sign Development Plan, as set forth in Section 5-1202(E).
- (C) **Nonconforming Signs and Removal.** Any sign lawfully in existence at the time of the effective date of this ordinance may be maintained although it does not conform with the provisions of this ordinance, except that any such nonconforming sign, which was required to be removed under the prior ordinance, shall be removed.
- (D) **Traffic Hazards.** No sign shall be located or illuminated in such a manner as, in the opinion of the Zoning Administrator, to cause a traffic hazard. ~~Where a permit is required, the permit shall not be issued until the location and illumination, if any, of the sign are approved by the Zoning Administrator.~~
- (E) **Alternative Modification to Sign Regulations.** Alternative sign regulations, including additional sign categories not listed in Section 5-1204(D), Sign Requirements Matrix, may be requested with the submission of a Sign Development Plan. Requests for Sign Development Plans shall be made in accordance with the procedures for



a Special Exception application as set forth in Section 6-1300. In addition, Sign Development Plans shall include the following materials  
~~Requests for modifications of the sign regulations may be done in accordance with the regulations set forth below:~~

- ~~(1) **Modifications to Sign Regulations for Planned Development (PD) Districts Only.** Modifications to the sign regulations may be made in accordance with Section 6-1504 during a rezoning to Planned Development (PD) Districts. Any modifications to the sign regulations, subsequent to a rezoning to PD Districts may be done in accordance with Section 6-1511(B).~~
- ~~(2) **Modification to Sign Regulations for Unified Non-Residential Developments.** Modifications to the sign regulations for Unified Non-Residential Developments may be done concurrently as part of a zoning map amendment application in accord with Section 6-1200 or at any time other than as part of a zoning map amendment with Minor Special Exception approval by the BOS in accord with the provision of Section 6-1300 applicable to Minor Special Exceptions.~~

~~Each use in a unified non-residential development may have an individual sign of any size sign area, and any number of signs so long as the total aggregate sign area for each such use does not exceed that permitted in Section 5-1204(D) of the ordinance for the particular use. However, if no total aggregate sign area is specified in Section 5-1204(D) for a particular use located in a unified non-residential development or, if the total aggregate sign area is measured as a function of total linear feet of frontage, then such use cannot be included in a comprehensive sign plan for a unified non-residential development.~~

- ~~(3)(1) A statement of justification addressing how the proposed sign(s) meet the **Submission Requirements.** A request for sign modifications shall include the submission of a Comprehensive Sign Package that clearly addresses how the proposed requirements satisfy the public purpose to an equivalent degree. The Comprehensive Sign Package shall include, as a minimum, the following criteria:~~

- ~~(a) Assist motorists, bicyclists and/or pedestrians in finding a location without difficulty or confusionA statement of justification;~~
- ~~(b) Clearly identify places of business or communities, while avoiding unnecessary redundancy;~~
- ~~(c) Demonstrate compatibility with and are subordinate to the related structures and land uses the signs reference;~~
- ~~(d) Address impact to the night sky;~~

All

(e) Incorporate energy efficient measures, where possible; and

(a)(f) Provide a sufficient number of graphic messages or displays without creating competing demands for visual attention.

(b)(2) A comparison chart of the proposed sign regulations in relation to the ordinance regulations;

(e)(3) Each of the various sign types proposed, including directional and informational signs, if any, to include the design, materials, colors, and illumination, to be used to achieve a complementary system of signs and graphics; and

(d)(4) A sign mapplan, depicting the location of the various proposed sign types.

## 5-1203

### Administration and Enforcement.

(A) **Sign Permits.** No sign, with the exception of "Government Signs/Official Notices", "Historical Markers", "Danger, Aviation, Railroad, Bridge, Ferry Transportation, Red Cross, and Other Similar Signs", "Hunting, Fishing or Trespassing Signs", and "Residential Name Signs", "Window or Display (Non-Business) Signs" and "De Minimis Signs" shall be erected without first obtaining a sign permit from the Zoning Administrator. No such permit shall be issued unless a fee, if required, and as set by the Board of Supervisors, is paid and unless the proposed sign conforms to with the requirements of this ordinance.

(B) **Removal of Signs.** Whenever a sign becomes structurally unsafe or endangers the safety of a structure or premise or the public, or is erected or maintained in violation of this ordinance, the Zoning Administrator shall order such sign to be made safe or comply with the ordinance, as the case may be, or be removed. Only one such order shall be sent by registered mail, return receipt requested, to the owner of the land on which the sign is located and the violator who is responsible for the sign. Within five working days of the receipt or refusal of the order, the owner or violator must correct the sign based on the Zoning Administrator's order. The Zoning Administrator may grant one extension, not to exceed ten (10) working days, based on written justification for the need of an extension. Failure to comply shall constitute grounds for the Zoning Administrator to issue a civil summons pursuant to Section 6-504 and to take other appropriate actions to have the sign removed.

## 5-1204

### Sign Requirements.

(A) **Sign Requirements Matrix Contents.** Signs shall be permitted in accordance with the Sign Requirements Matrix set forth in Section 5-1204(D) which governs the following: 1) maximum aggregate sign area; 2) maximum number of signs; 3) maximum area of any one sign; 4)

illumination permitted; 5) minimum setback from road right-of-way; 6) height; 7) sign type permitted: freestanding (to include ground mounted and pole mounted) or building mounted; and 8) other additional requirements.

- (B) **Ground Mounted Sign Bonus Multiplier.** The Sign Requirements Matrix provides for the use of a bonus multiplier, for certain uses, allowing an increase in the maximum area of a ground mounted sign. This provision is not to allow an increase in the total aggregate sign area permitted by the Matrix.
- (C) **Ground Mounted Sign Background Structure Bonus Multiplier.** The Sign Requirements Matrix provides for the use of a bonus multiplier, for certain uses, allowing an increase in the maximum area of the background structure of a ground mounted sign.
- (D) **Sign Requirements Matrix.** See table 5-1204(D) below.



**Table 5-1204(D)**  
**Sign Requirements Matrix**

| LAND-USE/<br>SIGN CATEGORY<br>(or similar)<br>(See Note 6)                                                         | Total Aggregate<br>Sign Area | Max. Number of<br>Signs                                                                         | Max. Area of Any<br>One Sign                                                                                             | Ground<br>Mounted<br>Sign |                                 | Ground Mounted<br>Background Structure |                                         |                                              | Illumination<br>Permitted   | Min. Setback<br>From R.O.W.<br>(See Note 2) | Type Permitted                                              | Max. Height<br>(See Note 3) | Additional<br>Requirements                                                                                                                                                                                                                                                   |
|--------------------------------------------------------------------------------------------------------------------|------------------------------|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|---------------------------|---------------------------------|----------------------------------------|-----------------------------------------|----------------------------------------------|-----------------------------|---------------------------------------------|-------------------------------------------------------------|-----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                    |                              |                                                                                                 |                                                                                                                          | Bonus<br>Multiplier       | Max. Area of<br>Any One<br>Sign | Bonus<br>Multiplier<br>(See Note 1)    | Max. Area of<br>Background<br>Structure | Max.<br>Height of<br>Background<br>Structure |                             |                                             |                                                             |                             |                                                                                                                                                                                                                                                                              |
| (1) RESIDENTIAL/AGRICULTURE SIGNS                                                                                  |                              |                                                                                                 |                                                                                                                          |                           |                                 |                                        |                                         |                                              |                             |                                             |                                                             |                             |                                                                                                                                                                                                                                                                              |
| (a) PD-H and PD-AAAR<br>Entrance Signs                                                                             |                              | 2/ vehicular<br>entrance                                                                        | 60 SF                                                                                                                    |                           |                                 | 2                                      | 120 SF                                  | 5 FT                                         | Backlight or<br>White Light | 10 FT                                       | Ground<br>Mounted                                           | 5 FT                        | One sided only; signs shall<br>contain no advertising.<br>Minimum 1000 FT between<br>signs on same side of road or<br>at intersection; <del>signs shall</del><br><u>contain no advertising.</u>                                                                              |
| (b) PD-H –Community<br>Directional Signs - On-site or<br>Off-site (within boundaries of<br>approved PD-H district) | 20 SF                        |                                                                                                 | 20 SF                                                                                                                    |                           |                                 |                                        |                                         |                                              | Backlight or<br>White Light | 5 FT                                        | Ground<br>Mounted                                           | 8 FT                        | Minimum 1000 FT between<br>signs on same side of road or<br>at intersection; signs shall<br>contain no advertising.                                                                                                                                                          |
| (c) Non PD-H Residential<br>Communities – Entrance<br>Signs                                                        |                              | 1/ vehicular<br>entrance                                                                        | 40 SF                                                                                                                    |                           |                                 | 2                                      | 80 SF                                   | 5 FT                                         | None                        | 10 FT                                       | Ground<br>Mounted                                           | 5 FT                        | One sided only; signs shall<br>contain no advertising.                                                                                                                                                                                                                       |
| (d) HOA Activity Signs                                                                                             | 20 SF                        | 1/development of<br>2500 or fewer<br>dwellings –<br>2/developments<br>of over 2500<br>dwellings | 20 SF                                                                                                                    |                           |                                 |                                        |                                         |                                              | Backlight or<br>White Light | 5 FT                                        | Ground<br>Mounted                                           | 8 FT                        | Signs shall be separated by a<br>minimum half-mile radius, signs<br>shall contain no advertising.                                                                                                                                                                            |
| (e) Farm Signs                                                                                                     | 40 SF                        | 2/Farm                                                                                          | 20 SF                                                                                                                    |                           |                                 |                                        |                                         |                                              | None                        | 5 FT<br>0 FT                                | Freestanding<br>As Permitted<br>in Section 5-<br>1202(A)(3) | 8 FT                        |                                                                                                                                                                                                                                                                              |
| (f) Wayside Stands,<br>Including Christmas Tree<br>Sales, Vineyards, Wineries                                      |                              | 6, includes up to<br>3 on-site signs<br>and up to 4 off-<br>site directional<br>signs           | 12SF on-site<br>4SF off-site<br><br>One on-site<br>sign<br>at 20 SF if<br>setback ≥ 40<br>FT from the<br>fronting<br>ROW |                           |                                 |                                        |                                         |                                              | None                        | 5 FT                                        | Freestanding<br>Building<br>Mounted                         | 8 FT                        | Displayed when agricultural<br>produce and livestock are<br>available for sale on farm<br>involved and shall be removed<br>within 48 hours after sale is<br>concluded. Off-site signs<br>require written permission of<br>the owner of the land on which<br>it is displayed. |

**Table 5-1204(D)**  
**Sign Requirements Matrix**

| LAND USE/<br>SIGN CATEGORY<br>(or similar)<br>(See Note 6)                                      | Total Aggregate<br>Sign Area | Max. Number of<br>Signs                                                                                                           | Max. Area of Any<br>One Sign                       | Ground<br>Mounted<br>Sign |                                 | Ground Mounted<br>Background Structure |                                         |                                              | Illumination<br>Permitted                    | Min. Setback<br>From R.O.W.<br>(See Note 2) | Type Permitted                                                                     | Max. Height<br>(See Note 3)                          | Additional<br>Requirements                                                                                      |
|-------------------------------------------------------------------------------------------------|------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|---------------------------|---------------------------------|----------------------------------------|-----------------------------------------|----------------------------------------------|----------------------------------------------|---------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
|                                                                                                 |                              |                                                                                                                                   |                                                    | Bonus<br>Multiplier       | Max. Area of<br>Any One<br>Sign | Bonus<br>Multiplier<br>(See Note 1)    | Max. Area of<br>Background<br>Structure | Max.<br>Height of<br>Background<br>Structure |                                              |                                             |                                                                                    |                                                      |                                                                                                                 |
| (g) Home Occupation                                                                             | 2 SF                         | 1/lot                                                                                                                             | 2 SF                                               |                           |                                 |                                        |                                         |                                              | None                                         | 5 FT                                        | Freestanding<br>Building<br>Mounted                                                | 4 FT<br>8 FT                                         | <a href="#">Sign may indicate more than one business.</a>                                                       |
| (h) Childcare Home                                                                              | 2 SF                         | 1/lot                                                                                                                             | 2 SF                                               |                           |                                 |                                        |                                         |                                              | None                                         | 5 FT                                        | Freestanding<br>Building<br>Mounted                                                | 4 FT<br>8 FT                                         |                                                                                                                 |
| (i) Residential Name Signs                                                                      |                              | 1/vehicular<br>access, 2 for<br>each dwelling<br>lot or property                                                                  | 2 SF                                               |                           |                                 |                                        |                                         |                                              | None                                         | None                                        | Freestanding<br>Building<br>Mounted<br>As Permitted<br>in Section 5-<br>1202(A)(3) | 4 FT<br>8 FT                                         | Signs shall contain no<br>advertising.                                                                          |
| <b>(2) PUBLIC/QUASI PUBLIC SIGNS</b>                                                            |                              |                                                                                                                                   |                                                    |                           |                                 |                                        |                                         |                                              |                                              |                                             |                                                                                    |                                                      |                                                                                                                 |
| (a) Public or Quasi-Public<br>Facility                                                          | 6 SF                         | 1/ use                                                                                                                            | 6 SF                                               | 1.5                       | 9 SF                            | 2                                      | 18 SF                                   | 4 FT                                         | None                                         | 10 FT                                       | Freestanding                                                                       | 4 FT                                                 | Must be located within 100 FT<br>from use or structure it<br>identifies; signs shall contain no<br>advertising. |
| (b) School, <del>Hospital,</del><br>College, Library, and<br>Publicly Owned<br>Community Center | 20 SF                        | 1/ use                                                                                                                            | 20 SF                                              | 1.5                       | 30 SF                           | 2                                      | 60 SF                                   | 4 FT                                         | Backlight or<br>White Light                  | 10 FT                                       | Freestanding<br>Building<br>Mounted                                                | 8 FT<br>Roofline                                     | Signs shall contain no<br>advertising.                                                                          |
| (c) <a href="#">Hospital</a>                                                                    |                              | <a href="#">1/vehicular<br/>entrance</a><br><br><a href="#">1/public<br/>entrance to<br/>building, and 1<br/>building ID sign</a> | <a href="#">50 SF</a><br><br><a href="#">50 SF</a> |                           |                                 |                                        |                                         |                                              | <a href="#">Backlight or<br/>White Light</a> | <a href="#">10 FT</a>                       | <a href="#">Freestanding</a><br><br><a href="#">Building<br/>Mounted</a>           | <a href="#">8 FT</a><br><br><a href="#">Roofline</a> | <a href="#">Signs shall contain no<br/>advertising.</a>                                                         |
| (d) Places of Worship                                                                           | 20 SF                        | 2                                                                                                                                 | 10 SF                                              |                           |                                 | 1.5                                    | 15 SF                                   | 8 FT                                         | Backlight                                    | 5 FT                                        | Freestanding<br>Building<br>Mounted                                                | 8 FT<br>Roofline                                     | Signs shall contain no<br>advertising.                                                                          |
| (e) Church Bulletin Board                                                                       | 15 SF                        |                                                                                                                                   | 15 SF                                              |                           |                                 |                                        |                                         |                                              | Backlight or<br>White Light                  | 5 FT                                        | Freestanding<br>Building<br>Mounted                                                | 8 FT                                                 |                                                                                                                 |

**Table 5-1204(D)**  
**Sign Requirements Matrix**

| LAND-USE/<br>SIGN CATEGORY<br>(or similar)<br>(See Note 6)                                                | Total Aggregate<br>Sign Area          | Max. Number of<br>Signs                              | Max. Area of Any<br>One Sign   | Ground<br>Mounted<br>Sign |                                 | Ground Mounted<br>Background Structure |                                         |                                              | Illumination<br>Permitted | Min. Setback<br>From R.O.W.<br>(See Note 2) | Type Permitted   | Max. Height<br>(See Note 3) | Additional<br>Requirements                                                                                                                                                                                                                                              |
|-----------------------------------------------------------------------------------------------------------|---------------------------------------|------------------------------------------------------|--------------------------------|---------------------------|---------------------------------|----------------------------------------|-----------------------------------------|----------------------------------------------|---------------------------|---------------------------------------------|------------------|-----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                           |                                       |                                                      |                                | Bonus<br>Multiplier       | Max. Area of<br>Any One<br>Sign | Bonus<br>Multiplier<br>(See Note 1)    | Max. Area of<br>Background<br>Structure | Max.<br>Height of<br>Background<br>Structure |                           |                                             |                  |                             |                                                                                                                                                                                                                                                                         |
| (3) COMMERCIAL ENTRANCE/PROJECT IDENTIFICATION SIGNS IN THE PD, CLI, GB and MR-HI DISTRICTS               |                                       |                                                      |                                |                           |                                 |                                        |                                         |                                              |                           |                                             |                  |                             |                                                                                                                                                                                                                                                                         |
| (a) Entrance Signs                                                                                        |                                       |                                                      |                                |                           |                                 |                                        |                                         |                                              |                           |                                             |                  |                             |                                                                                                                                                                                                                                                                         |
| Up to 10 Acres                                                                                            |                                       |                                                      | 50 SF                          |                           |                                 |                                        |                                         |                                              |                           |                                             |                  |                             |                                                                                                                                                                                                                                                                         |
| Over 10 Acres, Up to 40 Acres                                                                             |                                       | 1/vehicular entrance                                 | 60 SF                          |                           |                                 |                                        |                                         |                                              | Yes                       | 10 FT                                       | Ground Mounted   | 10 FT                       |                                                                                                                                                                                                                                                                         |
| Over 40 Acres                                                                                             |                                       |                                                      | 75 SF                          |                           |                                 |                                        |                                         |                                              |                           |                                             |                  |                             |                                                                                                                                                                                                                                                                         |
| (b) Project Identification Signs                                                                          |                                       |                                                      |                                |                           |                                 |                                        |                                         |                                              |                           |                                             |                  |                             |                                                                                                                                                                                                                                                                         |
| Less than 20 Acres                                                                                        |                                       | 1/project                                            | 25 SF                          |                           |                                 |                                        |                                         |                                              | Yes                       | 10 FT                                       | Ground Mounted   | 10 FT                       |                                                                                                                                                                                                                                                                         |
| 20 Acres or More                                                                                          |                                       | 2/project                                            | 25 SF                          |                           |                                 |                                        |                                         |                                              |                           |                                             |                  |                             |                                                                                                                                                                                                                                                                         |
| (43) SIGNS FOR COMMERCIAL, OFFICE AND INDUSTRIAL USES SIGNS                                               |                                       |                                                      |                                |                           |                                 |                                        |                                         |                                              |                           |                                             |                  |                             |                                                                                                                                                                                                                                                                         |
| (a) Tenant Signs for Businesses in CLI, GB, PD-CC(NC), PD-CC(CC), PD-OP, PD-RDP, PD-CV, PD-RV and PD-AAAR | 1 SF/LF of Tenant's Building Frontage | 2/Façade; no more than 4 signs<br>Total/Tenant       | 60 SF                          |                           |                                 |                                        |                                         |                                              | Yes                       |                                             | Building Mounted | Roofline                    | Sign types on building façades may include any combination of: Building mounted and awning and canopy signs (affixed to or mounted below the awning or canopy). If two signs are proposed on a single façade, one sign shall be a secondary sign of no more than 10 SF. |
| (b) Tenant Signs for Businesses in PD-CC(SC), PD-CC(RC), PD-SA, PD-TC, PD-TREC, PD-TRC and PD-MUB         | 2 SF/LF of Tenant's Building Frontage | 2/Façade; no more than 4 signs<br>Total/Tenant       | 200 SF                         |                           |                                 |                                        |                                         |                                              | Yes                       |                                             | Building Mounted | Roofline                    | Sign types on building façades may include any combination of: Building mounted and awning and canopy signs (affixed to or mounted below the awning or canopy).                                                                                                         |
| (c) Building ID/Tenant Signs Office Buildings, Hotels, Motels and Conference Centers                      |                                       | 1 or 2/Façade, but no more than 4 total per Building | 1 SF/100 SF of Building Façade |                           |                                 |                                        |                                         |                                              | Yes                       |                                             | Building Mounted | Roofline                    | Signs must be located at the top floor of the building. Name and message may differ.                                                                                                                                                                                    |



**Table 5-1204(D)**  
**Sign Requirements Matrix**

| LAND USE/<br>SIGN CATEGORY<br>(or similar)<br>(See Note 6)                                                                                                                                                             | Total Aggregate<br>Sign Area                    | Max. Number of<br>Signs                             | Max. Area of Any<br>One Sign | Ground<br>Mounted<br>Sign |                                 | Ground Mounted<br>Background Structure |                                         |                                              | Illumination<br>Permitted   | Min. Setback<br>From R.O.W.<br>(See Note 2) | Type Permitted                   | Max. Height<br>(See Note 3)                            | Additional<br>Requirements              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|-----------------------------------------------------|------------------------------|---------------------------|---------------------------------|----------------------------------------|-----------------------------------------|----------------------------------------------|-----------------------------|---------------------------------------------|----------------------------------|--------------------------------------------------------|-----------------------------------------|
|                                                                                                                                                                                                                        |                                                 |                                                     |                              | Bonus<br>Multiplier       | Max. Area of<br>Any One<br>Sign | Bonus<br>Multiplier<br>(See Note 1)    | Max. Area of<br>Background<br>Structure | Max.<br>Height of<br>Background<br>Structure |                             |                                             |                                  |                                                        |                                         |
| (d) Ground Floor Tenants in<br>Office Buildings                                                                                                                                                                        |                                                 | 1/Tenant                                            | 20 SF                        |                           |                                 |                                        |                                         |                                              | Yes                         |                                             | Building<br>Mounted              | Mount<br>Below<br>2 <sup>nd</sup> Floor<br>Window<br>s | Maximum height of letters: 24<br>Inches |
| (e) Exterior Directories for<br>Office Buildings                                                                                                                                                                       |                                                 | 1/Building<br>Entrance                              | 15 SF                        |                           |                                 |                                        |                                         |                                              | Yes                         |                                             | Ground or<br>Building<br>Mounted | 6 FT                                                   |                                         |
| (f) Exterior Directories for<br>PD-CC(SC), PD-CC(RC),<br>PD-SA, PD-TC, PD-TREC,<br>PD-TRC and PD-MUB                                                                                                                   |                                                 | 2/Development                                       | 25 SF                        |                           |                                 |                                        |                                         |                                              | Yes                         |                                             | Ground<br>Mounted                | 7 FT                                                   |                                         |
| (g) Flex/Industrial/<br>Warehouse Buildings and<br>Signs for Businesses in MR-<br>HI, PD-IP and PD-GI                                                                                                                  | 1/2 SF/LF of<br>Building<br>Frontage            | 1/Tenant                                            | 100 SF                       |                           |                                 |                                        |                                         |                                              | Yes                         |                                             | Building<br>Mounted              | Roofline                                               |                                         |
| (a) (PD-CC(NC)) Planned<br>Development Neighborhood<br>Center Entrance Signs                                                                                                                                           | 30 SF                                           | 1/vehicular<br>entrance, no<br>more than 2<br>signs | 20 SF                        | 1.5                       | 30 SF                           | 1.5                                    | 45 SF                                   | 8 FT                                         | Backlight or<br>White Light | 10 FT                                       | Freestanding                     | 15 FT                                                  |                                         |
| (b) (PD-CC(NC)) Planned<br>Development Neighborhood<br>Center Tenant Signs                                                                                                                                             | 2 SF/ linear<br>foot of<br>building<br>frontage | 1/facade, no<br>more than 3<br>signs                | 60 SF                        |                           |                                 |                                        |                                         |                                              | Backlight or<br>White Light |                                             | Building<br>Mounted              | Roofline                                               |                                         |
| (c) (PD-CC(CC)) Planned<br>Development Community<br>Center Entrance Signs and<br>Entrance Signs for<br>Commercial Developments<br>in PD-TC, PD-TT, PD-UC,<br>PD-TRC, PD-TREC, PD-<br>MUB, PD-RV and PD-CV<br>Districts | 60 SF                                           | 1/vehicular<br>entrance, no<br>more than 3<br>signs | 20 SF                        | 1.5                       | 30 SF                           | 1.5                                    | 45 SF                                   | 8 FT                                         | Backlight or<br>White Light | 10 FT                                       | Freestanding                     | 15 FT                                                  |                                         |

**Table 5-1204(D)**  
**Sign Requirements Matrix**

| LAND USE/<br>SIGN CATEGORY<br>(or similar)<br>(See Note 6)                                                                                                              | Total Aggregate<br>Sign Area                                   | Max. Number of<br>Signs        | Max. Area of Any<br>One Sign                 | Ground<br>Mounted<br>Sign         |                                 | Ground Mounted<br>Background Structure |                                         |                                              | Illumination<br>Permitted | Min. Setback<br>From R.O.W.<br>(See Note 2) | Type Permitted                   | Max. Height<br>(See Note 3) | Additional<br>Requirements |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|--------------------------------|----------------------------------------------|-----------------------------------|---------------------------------|----------------------------------------|-----------------------------------------|----------------------------------------------|---------------------------|---------------------------------------------|----------------------------------|-----------------------------|----------------------------|
|                                                                                                                                                                         |                                                                |                                |                                              | Bonus<br>Multiplier               | Max. Area of<br>Any One<br>Sign | Bonus<br>Multiplier<br>(See Note 1)    | Max. Area of<br>Background<br>Structure | Max.<br>Height of<br>Background<br>Structure |                           |                                             |                                  |                             |                            |
| (d) (PD-CC(CC)) Planned Development Community Center Tenant Signs and Tenant Signs for Business in PD-TC, PD-TT, PD-UC, PD-TREC, PD-TRC, PD-MUB, PD-RV, PD-CV Districts | 2-SF/<br>linear foot of building frontage, not to exceed 60 SF | 1/facade, no more than 3 signs | 60-SF                                        |                                   |                                 |                                        |                                         |                                              | Backlight or White Light  |                                             | Building Mounted                 | Roofline                    |                            |
| (e) (PD-CC (SC) & (RC)) Planned Development Small Regional Center and Regional Center Entrance Signs                                                                    |                                                                | 1/vehicular entrance           | 60-SF                                        | 1.25                              | 75-SF                           | 1.33                                   | 100-SF                                  | 15-FT                                        | Backlight or White Light  | 10-FT                                       | Freestanding                     | 15-FT                       |                            |
|                                                                                                                                                                         |                                                                |                                |                                              | 2 (for centers over 1 million SF) | 120-SF                          | 1.33                                   | 160-SF                                  |                                              |                           |                                             |                                  |                             |                            |
| (f) (PD-CC(SC) & (RC)) Planned Development Small Regional Center and Regional Center Tenant Signs (Freestanding Building with up to 4000 SF floor area)                 | 60-SF                                                          | 1/facade, no more than 3 signs | 20-SF                                        | 1.5                               | 30-SF                           | 1.5                                    | 45-SF                                   | 8-FT                                         | Backlight                 | 10-FT                                       | Freestanding<br>Building Mounted | 15-FT<br>Roofline           |                            |
| (g) (PD-CC(SC)&(RC)) Planned Development Small Regional Center and Regional Center Tenant Signs (Freestanding Building with over 4000 SF floor area)                    | 120-SF                                                         | 1/facade, no more than 3 signs | 20-SF freestanding<br>60-SF building mounted | 1.5                               | 30-SF                           | 1.5                                    | 45-SF                                   | 8-FT                                         | Backlight                 | 10-FT                                       | Freestanding<br>Building Mounted | 15-FT<br>Roofline           |                            |
| (h) (PD-CC(SC) & (RC)) Planned Development Small Regional Center and Regional Center Tenant Signs (In-Line Structure with up to 4000 SF floor area)                     | 60-SF                                                          | 1/public entrance of building  | 30-SF                                        |                                   |                                 |                                        |                                         |                                              | Backlight                 |                                             | Building Mounted                 | Roofline                    |                            |
| (i) (PD-CC(SC) & (RC)) Planned Development Small Regional Center and Regional Center Tenant Signs (In-Line Structure with 4001-15000 SF floor area)                     | 100-SF                                                         | 1/public entrance of building  | 60-SF                                        |                                   |                                 |                                        |                                         |                                              | Backlight                 |                                             | Building Mounted                 | Roofline                    |                            |



**Table 5-1204(D)**  
**Sign Requirements Matrix**

| LAND-USE/<br>SIGN CATEGORY<br>(or similar)<br>(See Note 6)                                                                                                                                                                         | Total Aggregate<br>Sign Area                                                                      | Max. Number of<br>Signs          | Max. Area of Any<br>One Sign | Ground<br>Mounted<br>Sign |                                 | Ground Mounted<br>Background Structure |                                         |                                              | Illumination<br>Permitted   | Min. Setback<br>From R.O.W.<br>(See Note 2) | Type Permitted      | Max. Height<br>(See Note 3) | Additional<br>Requirements                                                                                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|----------------------------------|------------------------------|---------------------------|---------------------------------|----------------------------------------|-----------------------------------------|----------------------------------------------|-----------------------------|---------------------------------------------|---------------------|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                                                                                                    |                                                                                                   |                                  |                              | Bonus<br>Multiplier       | Max. Area of<br>Any One<br>Sign | Bonus<br>Multiplier<br>(See Note 1)    | Max. Area of<br>Background<br>Structure | Max.<br>Height of<br>Background<br>Structure |                             |                                             |                     |                             |                                                                                                                                                                 |
| (j) <del>(PD-CC(SC) &amp; (RC))</del><br><del>Planned Development Small</del><br><del>Regional Center and</del><br><del>Regional Center Tenant (In</del><br><del>Line Structure with over</del><br><del>15000 SF floor area)</del> | 200 SF                                                                                            | 1/public<br>entrance of building | 60 SF                        |                           |                                 |                                        |                                         |                                              | Backlight                   |                                             | Building<br>Mounted | Roofline                    |                                                                                                                                                                 |
| (k) <del>PD-OP and PD-RDP</del><br><del>Development Entrance Signs</del>                                                                                                                                                           |                                                                                                   | 2/vehicular<br>entrance          | 60 SF                        |                           |                                 | 2                                      | 120 SF                                  | 5 FT                                         | Backlight or<br>White Light | 10 FT                                       | Ground<br>Mounted   | 5 FT                        | One-sided only; signs shall<br>contain no advertising.                                                                                                          |
| (l) <del>Office Freestanding</del><br><del>Building Entrance Sign</del>                                                                                                                                                            | 60 SF                                                                                             | 1/vehicular<br>entrance          | 20 SF                        | 1.5                       | 30 SF                           | 1.5                                    | 45 SF                                   | 8 FT                                         | Backlight or<br>White Light | 10 FT                                       | Freestanding        | 8 FT                        |                                                                                                                                                                 |
| (m) <del>Office Building ID Sign</del><br><del>(1-3 Stories)</del>                                                                                                                                                                 | 160 SF                                                                                            | 1/facade                         | 40 SF                        |                           |                                 |                                        |                                         |                                              | Backlight                   |                                             | Building<br>Mounted | Roofline                    | Sign must be located at the top<br>floor of building, otherwise max.<br>area of sign is 20 SF. Name<br>and message of signs on each<br>facade must be the same. |
| (n) <del>Office Building ID Sign</del><br><del>(4-5 Stories)</del>                                                                                                                                                                 | 200 SF                                                                                            | 1/facade                         | 50 SF                        |                           |                                 |                                        |                                         |                                              | Backlight                   |                                             | Building<br>Mounted | Roofline                    | Sign must be located at the top<br>floor of building, otherwise max.<br>area of sign is 20 SF. Name<br>and message of signs on each<br>facade must be the same. |
| (o) <del>Office Building ID Sign</del><br><del>(6+ Stories)</del>                                                                                                                                                                  | 240 SF                                                                                            | 1/facade                         | 60 SF                        |                           |                                 |                                        |                                         |                                              | Backlight                   |                                             | Building<br>Mounted | Roofline                    | Sign must be located at the top<br>floor of building, otherwise max.<br>area of sign is 20 SF. Name<br>and message of signs on each<br>facade must be the same. |
| (p) <del>Office Related</del><br><del>Commercial (Ground Floor)</del>                                                                                                                                                              | 2SF per linear<br>foot of building<br>frontage<br>(counts against<br>overall building<br>ID sign) | 1/tenant                         | 20 SF                        |                           |                                 |                                        |                                         |                                              | Backlight                   |                                             | Building<br>Mounted |                             | Located over entrance of<br>business it identifies. Max ht. of<br>letters: 24 inches                                                                            |
| (q) <del>Office Directories</del>                                                                                                                                                                                                  |                                                                                                   |                                  |                              |                           |                                 |                                        |                                         |                                              |                             |                                             |                     |                             | May not be visible from outside<br>the building.                                                                                                                |

**Table 5-1204(D)**  
**Sign Requirements Matrix**

| LAND-USE/<br>SIGN CATEGORY<br>(or similar)<br>(See Note 6)                                                               | Total Aggregate<br>Sign Area                            | Max. Number of<br>Signs              | Max. Area of Any<br>One Sign | Ground<br>Mounted<br>Sign |                                 | Ground Mounted<br>Background Structure |                                         |                                              | Illumination<br>Permitted                         | Min. Setback<br>From R.O.W.<br>(See Note 2) | Type Permitted                                                   | Max. Height<br>(See Note 3)                                       | Additional<br>Requirements                                                                 |
|--------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|--------------------------------------|------------------------------|---------------------------|---------------------------------|----------------------------------------|-----------------------------------------|----------------------------------------------|---------------------------------------------------|---------------------------------------------|------------------------------------------------------------------|-------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
|                                                                                                                          |                                                         |                                      |                              | Bonus<br>Multiplier       | Max. Area of<br>Any One<br>Sign | Bonus<br>Multiplier<br>(See Note 1)    | Max. Area of<br>Background<br>Structure | Max.<br>Height of<br>Background<br>Structure |                                                   |                                             |                                                                  |                                                                   |                                                                                            |
| (hF) Auto Service Station<br>(including convenience store,<br>car wash & repair)                                         | 10060 SF                                                | 6                                    | 3020 SF                      | 1.5                       | 30 SF                           | 1.5                                    | 45 SF                                   | 8 FT                                         | Yes Backlight                                     | 5 FT                                        | Freestanding<br>Building<br>Mounted                              | 15 FT<br>Pole<br>Mounted<br>8 FT<br>Ground<br>Mounted<br>Roofline | Total sign area excludes<br>federally mandated gasoline<br>price posting.                  |
| (is) Auto Dealer                                                                                                         | 20-120 SF<br>(see additional<br>requirements<br>column) | 6                                    | 20 SF                        | 1.5                       | 30 SF                           | 1.5                                    | 45 SF                                   | 8 FT                                         | Backlight                                         | 10 FT                                       | Freestanding<br>Building<br>Mounted                              | 15 FT<br>Roofline                                                 | Base sign 20 SF<br>Used car 20 SF<br>Each new car dealership = 20<br>SF                    |
| (jt) Bed & Breakfast Inn and<br>Homestay                                                                                 | 4 SF                                                    | 2                                    | 4 SF                         |                           |                                 |                                        |                                         |                                              | Backlight or<br>White Light                       | 5 FT                                        | Freestanding<br>Building<br>Mounted                              | 6 FT<br>Roofline                                                  |                                                                                            |
| (kz) Country Inn, Guest<br>Farm or Ranch, Rural<br>Retreat, Rural Resort, and<br>Rural Agricultural Corporate<br>Retreat | 10 SF                                                   | 2                                    | 10 SF                        |                           |                                 |                                        |                                         |                                              | Backlight or<br>White Light                       | None                                        | Freestanding<br>Building<br>Mounted<br>Historic<br>District Only | 6 FT                                                              |                                                                                            |
| (v) Child Care Center                                                                                                    | 20 SF                                                   | 2                                    | 10 SF                        |                           |                                 | 1.5                                    | 15 SF                                   | 6 FT                                         | Backlight,<br>None in<br>Residential<br>Districts | 5 FT                                        | Freestanding<br>Building<br>Mounted                              | 8 FT<br>Roofline                                                  |                                                                                            |
| (w) Hotel, Motel and<br>Conference Center<br>(freestanding) Entrance<br>Signs                                            |                                                         | 1/vehicular<br>entrance              | 20 SF                        | 1.5                       | 30 SF                           | 1.5                                    | 45 SF                                   | 8 FT                                         | Backlight or<br>White Light                       | 10 FT                                       | Freestanding                                                     | 15 FT                                                             |                                                                                            |
| (y) Hotel, Motel and<br>Conference Center<br>(1-3 Stories)                                                               | 90 SF                                                   | 1/façade, no<br>more than 3<br>signs | 40 SF                        |                           |                                 |                                        |                                         |                                              | Backlight                                         |                                             | Building<br>Mounted                                              | Roofline                                                          | Sign must be located at top<br>floor of building, otherwise max.<br>area of sign is 20 SF. |
| (x) Hotel, Motel and<br>Conference Center<br>(4-5 Stories)                                                               | 90 SF                                                   | 1/façade, no<br>more than 3<br>signs | 50 SF                        |                           |                                 |                                        |                                         |                                              | Backlight                                         |                                             | Building<br>Mounted                                              | Roofline                                                          | Sign must be located at top<br>floor of building, otherwise max.<br>area of sign is 20 SF. |

**Table 5-1204(D)**  
**Sign Requirements Matrix**

| LAND-USE/<br>SIGN CATEGORY<br>(or similar)<br>(See Note 6)                     | Total Aggregate<br>Sign Area                                | Max. Number of<br>Signs                               | Max. Area of Any<br>One Sign                | Ground<br>Mounted<br>Sign |                                 | Ground Mounted<br>Background Structure |                                         |                                              | Illumination<br>Permitted       | Min. Setback<br>From R.O.W.<br>(See Note 2) | Type Permitted                      | Max. Height<br>(See Note 3) | Additional<br>Requirements                                                                 |
|--------------------------------------------------------------------------------|-------------------------------------------------------------|-------------------------------------------------------|---------------------------------------------|---------------------------|---------------------------------|----------------------------------------|-----------------------------------------|----------------------------------------------|---------------------------------|---------------------------------------------|-------------------------------------|-----------------------------|--------------------------------------------------------------------------------------------|
|                                                                                |                                                             |                                                       |                                             | Bonus<br>Multiplier       | Max. Area of<br>Any One<br>Sign | Bonus<br>Multiplier<br>(See Note 1)    | Max. Area of<br>Background<br>Structure | Max.<br>Height of<br>Background<br>Structure |                                 |                                             |                                     |                             |                                                                                            |
| <del>(z)</del> Hotel, Motel and<br>Conference Center<br>(6+ Stories)           | 90 SF                                                       | 1/facade, no<br>more than 3<br>signs                  | 60 SF                                       |                           |                                 |                                        |                                         |                                              | Backlight                       |                                             | Building<br>Mounted                 | Roofline                    | Sign must be located at top<br>floor of building, otherwise max.<br>area of sign is 20 SF. |
| (laa) Movie Theaters –<br>Theater Name Entrance Sign                           |                                                             | 2                                                     | 20 SF                                       | 1.5                       | 30 SF                           | 1.5                                    | 45 SF                                   | 8 FT                                         | Yes Backlight<br>or White Light | 10 FT                                       | Freestanding                        | 15 FT                       |                                                                                            |
| Theater Name Building Sign                                                     |                                                             | 1                                                     | 60 SF                                       |                           |                                 |                                        |                                         |                                              |                                 |                                             | Building<br>Mounted                 | Roofline                    |                                                                                            |
| Movie Title Building Sign                                                      |                                                             | 1                                                     | 20 SF                                       |                           |                                 |                                        |                                         |                                              |                                 |                                             |                                     |                             |                                                                                            |
| (mbb) Restaurant –<br>(freestanding Building with<br>up to 4000 SF floor area) | 60 SF                                                       | 3                                                     | 20 SF                                       | 1.5                       | 30 SF                           | 1.5                                    | 45 SF                                   | 8 FT                                         | Yes Backlight                   | 10 FT                                       | Freestanding                        | 15 FT                       | Drive-through menu does not<br>count toward sign area.                                     |
|                                                                                |                                                             |                                                       |                                             |                           |                                 |                                        |                                         |                                              |                                 |                                             | Building<br>Mounted                 | Roofline                    |                                                                                            |
| (nec) Restaurant<br>(Freestanding Building with<br>over 4000 SF floor area)    | 120 SF                                                      | 3                                                     | 20 SF freestanding<br>60 SF bldg<br>mounted | 1.5                       | 30 SF                           | 1.5                                    | 45 SF                                   | 8 FT                                         | Yes Backlight                   | 10 FT                                       | Freestanding                        | 15 FT                       | Drive-through menu does not<br>count toward sign area.                                     |
|                                                                                |                                                             |                                                       |                                             |                           |                                 |                                        |                                         |                                              |                                 |                                             | Building<br>Mounted                 | Roofline                    |                                                                                            |
| <del>(dd)</del> Restaurant –<br>(In-Line Structure)                            | 2 SF/ linear<br>foot of<br>building<br>frontage             | 1/facade, no<br>more than 3<br>signs                  | 60 SF                                       |                           |                                 |                                        |                                         |                                              | Backlight                       |                                             | Building<br>Mounted                 | Roofline                    | Drive-through menu does not<br>count toward sign area.                                     |
| (ooo) Restaurant/Car Wash<br>Drive -Through Menu                               | 30 SF                                                       | 2                                                     | 20 SF                                       | 1.5                       | 30 SF                           |                                        |                                         |                                              | Backlight                       |                                             | Freestanding<br>Building<br>Mounted | 5 FT                        | Must be screened from all<br>roads.                                                        |
| (pff) Business in A-3, A-10,<br>AR, JLMA, TR and CR<br>Districts               | 10 SF                                                       | 2/lot                                                 | 10 SF                                       |                           |                                 |                                        |                                         |                                              | None                            | 5 FT                                        | Freestanding<br>Building<br>Mounted | 8 FT                        |                                                                                            |
| (ggg) Business in R-C<br>District                                              | 40 SF                                                       | 2                                                     | 20 SF                                       |                           |                                 |                                        |                                         |                                              | Yes None                        | 5 FT                                        | Freestanding<br>Building<br>Mounted | 8 FT                        |                                                                                            |
| (rhh) Business in R Districts                                                  | 4 SF for lots<br>≤ 10 acres; 8<br>SF for lots ><br>10 acres | 1 for lots ≤<br>10 acres;<br>2 for lots ><br>10 acres | 4 SF                                        |                           |                                 |                                        |                                         |                                              | None                            | 5 FT                                        | Freestanding<br>Building<br>Mounted | 8 FT                        |                                                                                            |
| <del>(ii)</del> Business Signs (Signs of<br>a character which have not         | 60 SF                                                       | 3 (freestanding<br>building)                          | 20 SF                                       | 1.5                       | 30 SF                           | 1.5                                    | 45 SF                                   | 8 FT                                         | Backlight or<br>White Light     | 10 FT                                       | Freestanding                        | 15 FT                       |                                                                                            |



**Table 5-1204(D)  
Sign Requirements Matrix**

| LAND USE/<br>SIGN CATEGORY<br>(or similar)<br>(See Note 6)                                                                             | Total Aggregate<br>Sign Area | Max. Number of<br>Signs                                                                                                                                                                            | Max. Area of Any<br>One Sign | Ground<br>Mounted<br>Sign |                                 | Ground Mounted<br>Background Structure |                                         |                                              | Illumination<br>Permitted   | Min. Setback<br>From R.O.W.<br>(See Note 2) | Type Permitted                                              | Max. Height<br>(See Note 3) | Additional<br>Requirements                                                                                                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|---------------------------|---------------------------------|----------------------------------------|-----------------------------------------|----------------------------------------------|-----------------------------|---------------------------------------------|-------------------------------------------------------------|-----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                        |                              |                                                                                                                                                                                                    |                              | Bonus<br>Multiplier       | Max. Area of<br>Any One<br>Sign | Bonus<br>Multiplier<br>(See Note 1)    | Max. Area of<br>Background<br>Structure | Max.<br>Height of<br>Background<br>Structure |                             |                                             |                                                             |                             |                                                                                                                                                                                                                                 |
| <del>been listed or described<br/>heretofore provided they<br/>advertise only goods or<br/>services offered on the<br/>premises.</del> |                              | <del>freestanding<br/>sign/vehicular<br/>entrance, no more<br/>than 3 for center<br/>and 1 building<br/>mounted sign/<br/>façade no more<br/>than 3 for<br/>business (in-line<br/>structure)</del> |                              |                           |                                 |                                        |                                         |                                              |                             |                                             | Building<br>Mounted                                         | Roofline                    |                                                                                                                                                                                                                                 |
| (s) Window or<br>Display Sign (Business) in<br>conjunction with Table 5-<br>1204(D)(4)(a), (b), (m) and<br>(n) sign categories         |                              | 4/Tenant                                                                                                                                                                                           |                              |                           |                                 |                                        |                                         |                                              | None                        |                                             |                                                             |                             | The maximum square footage<br>of window or display signs<br>(business) shall not exceed<br>25% of the total square footage<br>of window area, or 10 SF,<br>whichever is less.                                                   |
| (t) Sidewalk Sign<br>in conjunction with Table 5-<br>1204(D)(4)(a), (b), (m) and<br>(n) sign categories                                |                              | 1/Tenant                                                                                                                                                                                           | 6 SF                         |                           |                                 |                                        |                                         |                                              | None                        |                                             |                                                             | 3 SF                        | Sidewalk signs shall be placed<br>no more than 5 feet from the<br>front door of the business to<br>which the sign pertains. A 4-<br>foot unobstructed space shall<br>be maintained on the sidewalk<br>in front of the business. |
| <b>(4) INDUSTRIAL SIGNS</b>                                                                                                            |                              |                                                                                                                                                                                                    |                              |                           |                                 |                                        |                                         |                                              |                             |                                             |                                                             |                             |                                                                                                                                                                                                                                 |
| (a) <del>PD-IP and PD-GI<br/>Development Entrance Signs</del>                                                                          |                              | 2/vehicular<br>entrance                                                                                                                                                                            | 60-SF                        |                           |                                 | 2                                      | 120-SF                                  | 5FT                                          | Backlight or<br>White Light | 10 FT                                       | Ground<br>Mounted                                           | 5 FT                        | One side only; signs shall<br>contain no advertising.                                                                                                                                                                           |
| (b) <del>Flex Industrial/ Light<br/>Industrial/Warehouse<br/>Entrance Signs</del>                                                      |                              | 1/vehicular<br>entrance                                                                                                                                                                            | 20-SF                        |                           |                                 | 1.5                                    | 30-SF                                   | 8 FT                                         | Backlight or<br>White Light | 10 FT                                       | Freestanding                                                | 15 FT                       |                                                                                                                                                                                                                                 |
| (c) <del>Flex Industrial/ Light<br/>Industrial/Warehouse<br/>Tenant Signs</del>                                                        | 20-SF                        | 1/tenant                                                                                                                                                                                           | 20-SF                        |                           |                                 |                                        |                                         |                                              | Backlight                   |                                             | Building<br>Mounted                                         | Roofline                    |                                                                                                                                                                                                                                 |
| <b>(5) TEMPORARY SIGNS</b> (For Temporary Real Estate Signs, See Number 6 Below)                                                       |                              |                                                                                                                                                                                                    |                              |                           |                                 |                                        |                                         |                                              |                             |                                             |                                                             |                             |                                                                                                                                                                                                                                 |
| (a) Temporary Signs –<br>On-site                                                                                                       | 4 SF                         | 1                                                                                                                                                                                                  | 4 SF                         |                           |                                 |                                        |                                         |                                              | None                        | 5 FT                                        | Freestanding<br>Balloons<br>Banners<br>Pennants<br>Inflated | 4 FT                        | Permit limited to one (1) month<br>from date of issuance, for no<br>more than 3 consecutive<br>months.                                                                                                                          |

**Table 5-1204(D)**  
**Sign Requirements Matrix**

| LAND-USE/<br>SIGN CATEGORY<br>(or similar)<br>(See Note 6)  | Total Aggregate<br>Sign Area                          | Max. Number of<br>Signs                                                                            | Max. Area of Any<br>One Sign | Ground<br>Mounted<br>Sign |                                 | Ground Mounted<br>Background Structure |                                         |                                              | Illumination<br>Permitted | Min. Setback<br>From R.O.W.<br>(See Note 2) | Type Permitted                                                         | Max. Height<br>(See Note 3) | Additional<br>Requirements                                                                                                                                                      |
|-------------------------------------------------------------|-------------------------------------------------------|----------------------------------------------------------------------------------------------------|------------------------------|---------------------------|---------------------------------|----------------------------------------|-----------------------------------------|----------------------------------------------|---------------------------|---------------------------------------------|------------------------------------------------------------------------|-----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                             |                                                       |                                                                                                    |                              | Bonus<br>Multiplier       | Max. Area of<br>Any One<br>Sign | Bonus<br>Multiplier<br>(See Note 1)    | Max. Area of<br>Background<br>Structure | Max.<br>Height of<br>Background<br>Structure |                           |                                             |                                                                        |                             |                                                                                                                                                                                 |
|                                                             |                                                       |                                                                                                    |                              |                           |                                 |                                        |                                         |                                              |                           |                                             | Devices                                                                |                             |                                                                                                                                                                                 |
| (b) Temporary Signs --<br>Off-Site                          |                                                       | Reasonable<br>number as<br>determined by<br>the Zoning<br>Administrator.                           | 4 SF                         |                           |                                 |                                        |                                         |                                              | None                      | 5 FT                                        | Freestanding<br>Balloons<br>Banners<br>Pennants<br>Inflated<br>Devices | 4 FT                        | Permit limited to one (1) month<br>from date of issuance, for no<br>more than 3 consecutive<br>months.                                                                          |
| (c) Temporary Construction<br>Signs                         | 20 SF<br>Commercial<br>10 SF<br>Residential           | 1/contractor per<br>job site<br>1/contractor per<br>job site                                       | 20 SF<br>10 SF               |                           |                                 |                                        |                                         |                                              | None                      | 10 FT                                       | Ground<br>Mounted                                                      | 8 FT                        | Residential signs only in A-3,<br>A-10, A-25, AR, and CR<br>Districts. Contractor to remove<br>sign upon completion of<br>construction.                                         |
| (6) REAL ESTATE SIGNS                                       |                                                       |                                                                                                    |                              |                           |                                 |                                        |                                         |                                              |                           |                                             |                                                                        |                             |                                                                                                                                                                                 |
| (a) Real Estate - Residential<br>For Sale Sign              | 6 SF up to 10<br>acres<br>12 SF more<br>than 10 acres | 1<br>2                                                                                             | 6 SF<br>6 SF                 |                           |                                 |                                        |                                         |                                              | None                      | 5 FT                                        | Freestanding                                                           | 6 FT                        |                                                                                                                                                                                 |
| (b) Real Estate - Residential<br>Subdivision                |                                                       | 1/vehicular<br>entrance to<br>subdivision from<br>state right-of-<br>way                           | 20 SF                        |                           |                                 |                                        |                                         |                                              | None                      | 5 FT                                        | Freestanding                                                           | 6 FT                        | Area of all real estate signs<br>within the subdivision which<br>front on a public highway shall<br>be no more than four (4)<br>square feet per lot fronting on<br>the highway. |
| (c) Real Estate - Commercial<br>For Sale Sign               |                                                       | 1 (upon any lot<br>of less than 10<br>acres); 2 upon<br>any lot in<br>excess of ten<br>(10) acres. | 20 SF                        |                           |                                 |                                        |                                         |                                              | None                      | 5 FT                                        | Freestanding                                                           | 6 FT                        |                                                                                                                                                                                 |
| (d) Real Estate -- Temporary<br>Open House - Off-Site       |                                                       | 4 /property                                                                                        | 4 SF                         |                           |                                 |                                        |                                         |                                              | None                      | 5 FT                                        | Freestanding                                                           | 4 FT                        | Conditions apply (see note 4).                                                                                                                                                  |
| (e) Non-PD District Project<br>Directional Signs - Off-Site |                                                       | 10/total<br>combined for all<br>builders per<br>project                                            | 2 SF                         |                           |                                 |                                        |                                         |                                              | None                      | 5 FT                                        | Freestanding                                                           | 4 FT                        | Conditions apply. (see note 5).                                                                                                                                                 |
| (7) MISCELLANEOUS SIGNS                                     |                                                       |                                                                                                    |                              |                           |                                 |                                        |                                         |                                              |                           |                                             |                                                                        |                             |                                                                                                                                                                                 |



**Table 5-1204(D)**  
**Sign Requirements Matrix**

| LAND-USE/<br>SIGN CATEGORY<br>(or similar)<br>(See Note 6)                                                                                          | Total Aggregate<br>Sign Area | Max. Number of<br>Signs                                                        | Max. Area of Any<br>One Sign | Ground<br>Mounted<br>Sign |                                 | Ground Mounted<br>Background Structure |                                         |                                              | Illumination<br>Permitted   | Min. Setback<br>From R.O.W.<br>(See Note 2) | Type Permitted                                                                     | Max. Height<br>(See Note 3) | Additional<br>Requirements                                                                                                                                                                                                                                                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|--------------------------------------------------------------------------------|------------------------------|---------------------------|---------------------------------|----------------------------------------|-----------------------------------------|----------------------------------------------|-----------------------------|---------------------------------------------|------------------------------------------------------------------------------------|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                     |                              |                                                                                |                              | Bonus<br>Multiplier       | Max. Area of<br>Any One<br>Sign | Bonus<br>Multiplier<br>(See Note 1)    | Max. Area of<br>Background<br>Structure | Max.<br>Height of<br>Background<br>Structure |                             |                                             |                                                                                    |                             |                                                                                                                                                                                                                                                                                                           |
| (a) Government Signs/<br>Official Notices                                                                                                           |                              |                                                                                |                              |                           |                                 |                                        |                                         |                                              |                             |                                             |                                                                                    |                             | Not regulated.                                                                                                                                                                                                                                                                                            |
| (b) Historical Markers                                                                                                                              |                              |                                                                                |                              |                           |                                 |                                        |                                         |                                              |                             |                                             |                                                                                    |                             | Not regulated.                                                                                                                                                                                                                                                                                            |
| (c) Danger, Aviation,<br>Railroad, Bridge, Ferry<br>Transportation, Red Cross,<br>and Other Similar Signs.                                          |                              |                                                                                |                              |                           |                                 |                                        |                                         |                                              |                             |                                             |                                                                                    |                             | Not regulated.                                                                                                                                                                                                                                                                                            |
| (d) Hunting, Fishing or<br>Trespassing Signs                                                                                                        |                              |                                                                                | 2 SF                         |                           |                                 |                                        |                                         |                                              | None                        | None                                        | Freestanding<br>Building<br>Mounted<br>As Permitted<br>in Section 5-<br>1202(A)(3) | 5 FT                        |                                                                                                                                                                                                                                                                                                           |
| (e) Informational Signs                                                                                                                             |                              | 1/use identifying<br>locations such<br>as restrooms,<br>loading areas,<br>etc. | 2 SF                         |                           |                                 |                                        |                                         |                                              | Backlight or<br>White Light | 5 FT                                        | Freestanding<br>Building<br>Mounted                                                | 5 FT                        | Signs shall contain no<br>advertising, <u>but may include the<br/>names and/or logos associated<br/>with the business or<br/>development.</u>                                                                                                                                                             |
| (f) PD-SA, PD-TC, <u>PD-TT</u> ,<br><u>PD-UC</u> , PD-TRC, PD-TREC,<br>PD-MUB, PD-RV, and PD-CV<br><u>Residential</u> Development<br>Entrance Signs |                              | 2/vehicular<br>entrance                                                        | 60 SF                        |                           |                                 | 2                                      | 120 SF                                  | 5 FT                                         | Backlight or<br>White Light | 10 FT                                       | Ground<br>Mounted                                                                  | 5 FT                        | One-side only; signs shall<br>contain no advertising.                                                                                                                                                                                                                                                     |
| (g) <u>Mixed-Use Buildings-</u><br><u>Residential Entry Signs</u>                                                                                   |                              | <u>1/Residential</u><br><u>Building</u><br><u>Entrance</u>                     | <u>20 SF</u>                 |                           |                                 |                                        |                                         |                                              | <u>Yes</u>                  |                                             | <u>Building</u><br><u>Mounted</u>                                                  | <u>Roofline</u>             |                                                                                                                                                                                                                                                                                                           |
| (h) <u>Ornamental Lamp Post</u><br><u>Signs in PD-CC, PD-SA, PD-</u><br><u>TC, PD-TREC, PD-TRC and</u><br><u>PD-MUB</u>                             |                              | <u>1/Lamp Post</u>                                                             | <u>8 SF</u>                  |                           |                                 |                                        |                                         |                                              | <u>None</u>                 |                                             | <u>Banner</u>                                                                      |                             | <u>Ornamental/Seasonal banners</u><br><u>on lamp posts shall not be</u><br><u>placed greater than 15 feet</u><br><u>above grade. Such banners</u><br><u>shall not contain specific</u><br><u>tenant/ user names or</u><br><u>advertising, but may include the</u><br><u>development name and/or logo.</u> |

**Table 5-1204(D)**  
**Sign Requirements Matrix**

| LAND-USE/<br>SIGN CATEGORY<br>(or similar)<br>(See Note 6) | Total Aggregate<br>Sign Area | Max. Number of<br>Signs | Max. Area of Any<br>One Sign | Ground<br>Mounted<br>Sign |                                 | Ground Mounted<br>Background Structure |                                         |                                              | Illumination<br>Permitted   | Min. Setback<br>From R.O.W.<br>(See Note 2) | Type Permitted      | Max. Height<br>(See Note 3) | Additional<br>Requirements                                                                                                                                                                                                                                                                                                        |
|------------------------------------------------------------|------------------------------|-------------------------|------------------------------|---------------------------|---------------------------------|----------------------------------------|-----------------------------------------|----------------------------------------------|-----------------------------|---------------------------------------------|---------------------|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                            |                              |                         |                              | Bonus<br>Multiplier       | Max. Area of<br>Any One<br>Sign | Bonus<br>Multiplier<br>(See Note 1)    | Max. Area of<br>Background<br>Structure | Max.<br>Height of<br>Background<br>Structure |                             |                                             |                     |                             |                                                                                                                                                                                                                                                                                                                                   |
| (ig) Private Recreation Parks                              | 10 SF                        | 2                       | 6 SF                         |                           |                                 |                                        |                                         |                                              | None                        | 5 FT                                        | Freestanding        | 6 FT                        |                                                                                                                                                                                                                                                                                                                                   |
| (jh) Directional Signs, On-Site                            |                              |                         | 4 SF                         |                           |                                 |                                        |                                         |                                              | Backlight or<br>White Light | 5 FT                                        | Freestanding        | 3 FT                        | Signs shall be located only where there is a change in direction and shall contain no advertising, but may include the names and/or logos associated with the business or development.                                                                                                                                            |
| (k) Directional Signs, Off-Site                            |                              | <u>2/use</u>            | <u>6 SF</u>                  |                           |                                 |                                        |                                         |                                              | <u>None</u>                 | <u>5 FT</u>                                 | <u>Freestanding</u> | <u>3 FT</u>                 | Signs limited to religious assembly uses, civic uses, and private non-profit organizations. Signs shall be located only where there is a change in direction, shall list only the name and address of the use, and shall be posted for a period not to exceed 48 hours. Permit limited to one (1) year from the date of issuance. |
| (l) Window or Display Signs (Non-Business)                 | <u>3 SF</u>                  |                         | <u>1 SF</u>                  |                           |                                 |                                        |                                         |                                              | <u>None</u>                 |                                             |                     |                             |                                                                                                                                                                                                                                                                                                                                   |
| (m) De Minimis Signs                                       | <u>2 SF</u>                  |                         | <u>1 SF</u>                  |                           |                                 |                                        |                                         |                                              | <u>Yes</u>                  |                                             |                     |                             | Examples of De Minimis signs may include signs stating hours of operation, open/close, accepted forms of payment, business/professional affiliations, etc.                                                                                                                                                                        |

## GENERAL NOTES

1. Whenever a bonus multiplier is used for ground mounted signs, a landscaped base with a minimum depth of 36 inches on a side, must be maintained.
2. All signs must be set back the minimum distance from the road right-of-way, as specified, unless a greater setback is required by the Code of Virginia.
3. The maximum height column does not apply when ground mounted bonuses are obtained. Use the maximum height column for Ground Mounted Background Structure. For the purpose of locating building mounted signs, no part of the sign shall extend above or beyond the perimeter of the screening wall to which it is attached. No screening wall shall be constructed for the sole purpose of sign placement.
4. The following conditions shall apply for permitted "Real Estate-Temporary Open House - Off Site" signs.
  - a. Signs shall be located only at controlled intersections where there is a change in direction.
  - b. Signs shall be placed on private property only.
  - c. Signs shall be in place only during hours the house is open plus one hour before and two hours after the event.
  - d. Signs may be used for two (2) days on the weekends and three (3) days in the case of a holiday falling on a Monday, as well as one-half (1/2) day during the week.
  - e. The owner for the house or his/her designated agent must be present for the duration of the open house hours.
  - f. Signs shall include a company name with direction arrow.
  - g. Signs shall consist of a metal frame with composition sign of a semi-permanent type.
  - h. Homeowners or their designated agent may not use "Non-PD District Project Directional Signs - Off-Site".
5. The following conditions shall apply for permitted Non-PD District Project Directional Signs - Off-Site.
  - a. The location of signs must be approved by the County at the time of the sign permit application.
  - b. Signs shall be located only at controlled intersections where there is a change in direction.
  - c. Signs shall be placed on private property only.
  - d. Signs shall not be permitted on any arterial road, nor on any road listed in Section 5-900 of this Ordinance.
  - e. The signs may be installed after sundown Friday night and must be removed by sundown on Sunday. If Monday is a legal holiday, the signs may remain until sundown Monday.
  - f. The signs must be made of a permanent material, signs made of paper or cardboard are hereby specifically prohibited.
  - g. Builders may not use "Non-PD District Directional Signs - Off-Site in combination with "Real Estate-Temporary Open House - Off-Site" signs.
6. In selecting the most appropriate ~~land use~~ sign category, the more specific listing shall~~would~~ take precedence.
- ~~7. Directional signs shall not be included in any other permitted square footage total.~~



**Figure 1**  
**Ground Mounted Signs**

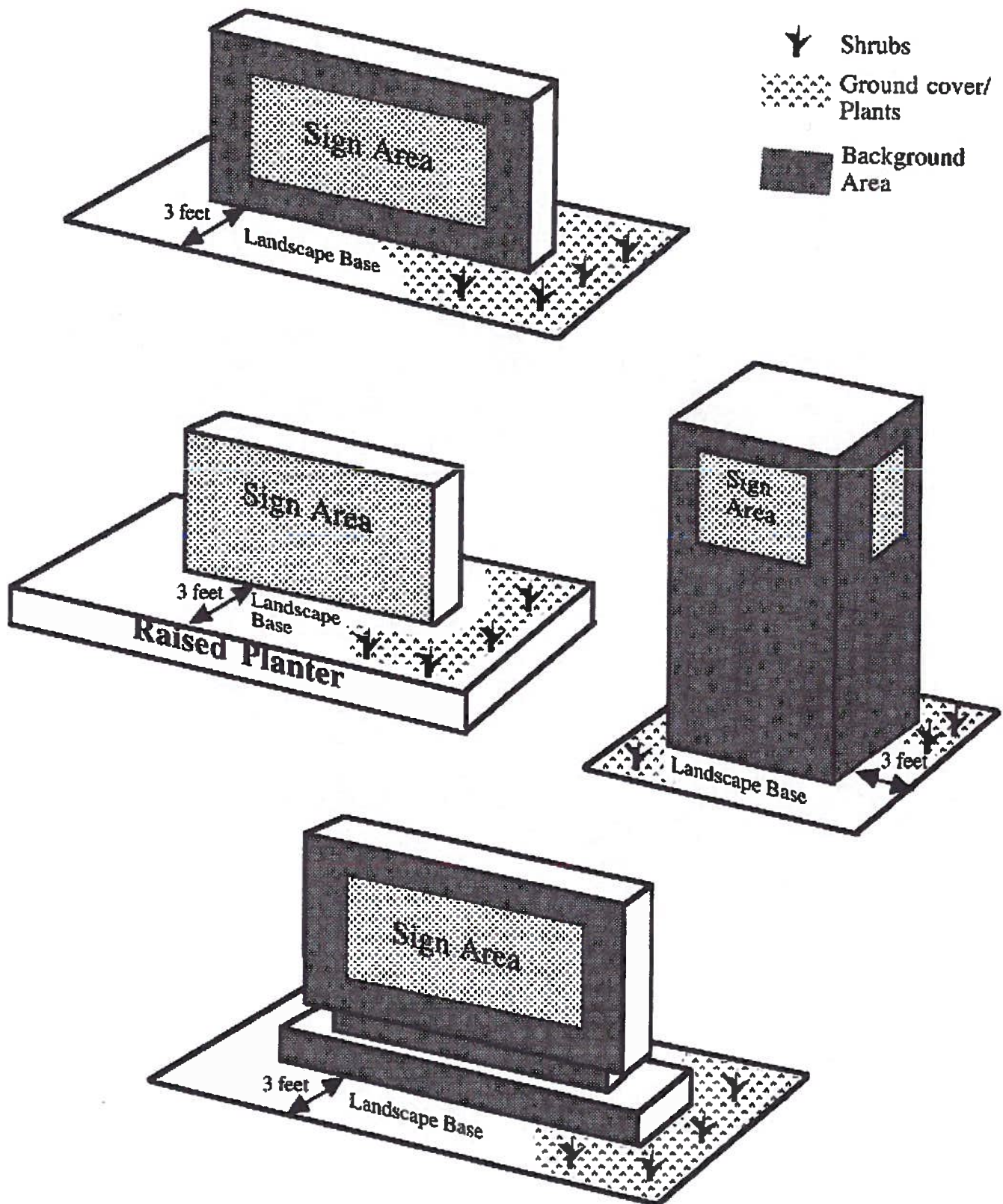


Figure 2  
**Pole Mounted Signs**

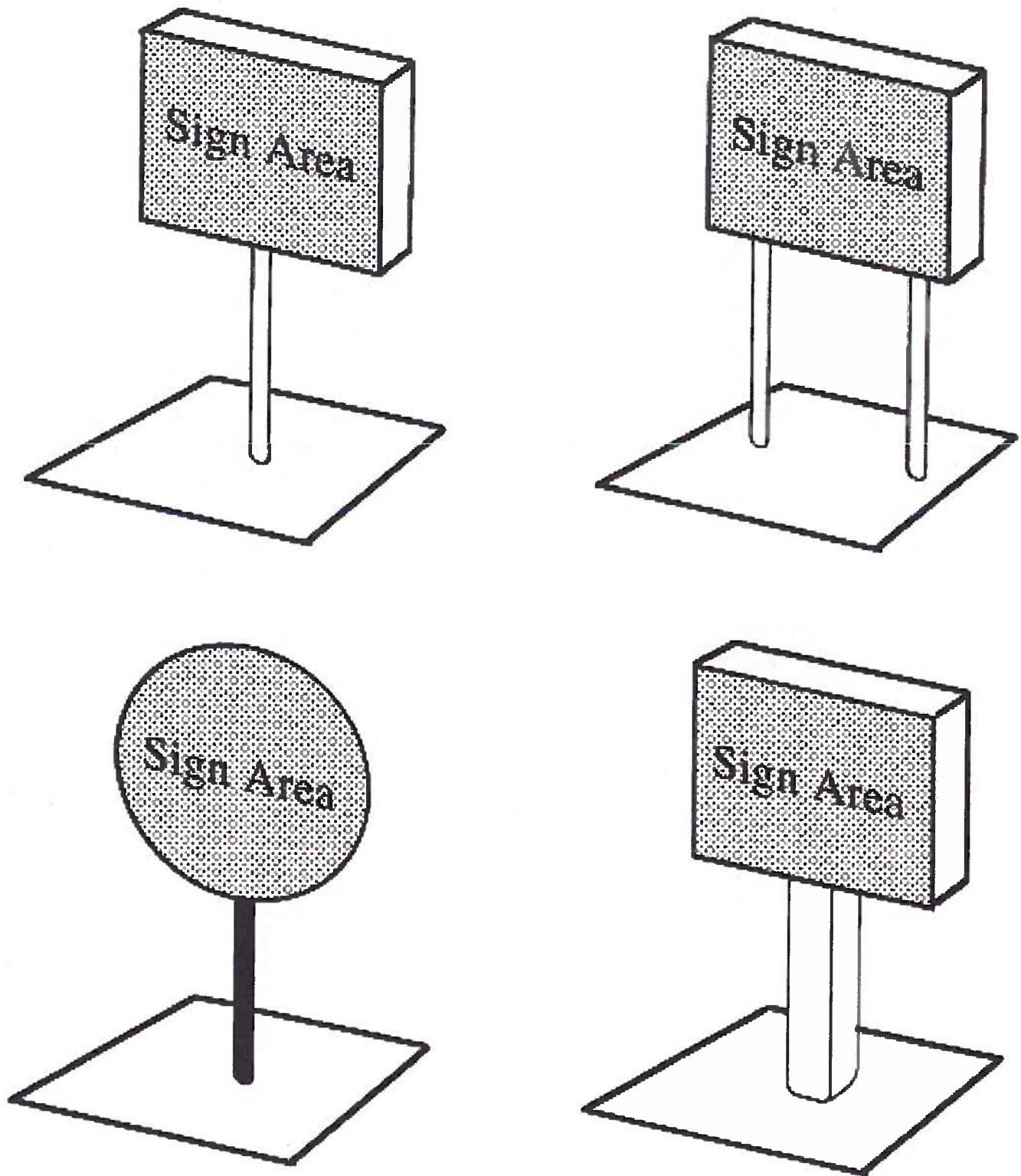


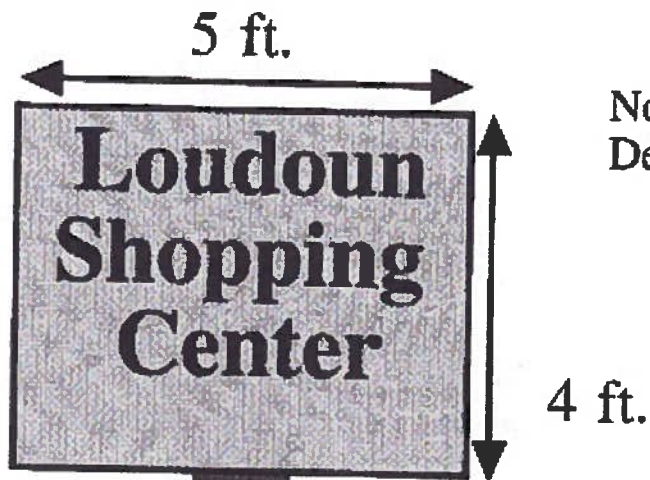


Figure 3

## Pole Mounted Sign

Max. Sign Area: 20 Sq. ft. (eg. 4' x 5' )

Max. Height Permitted: 15 ft.



Note: See Article 8 for  
Definition  
of Sign Height

## Ground Mounted Sign

Max. Sign Area: 30 Sq. ft.

(eg. 4' x 7.5' )

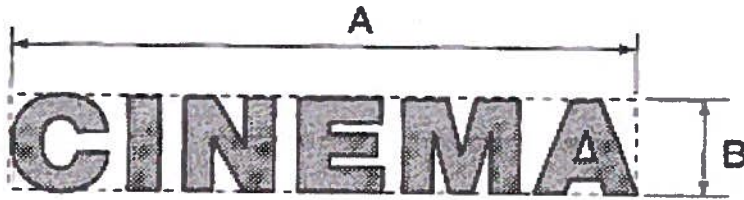
Max. Background Area: 45 Sq. ft.

(eg. 9' x 5' )

Max. Height Permitted: 8 ft.



**Figure 4**  
**MEASURING SIGN AREA**



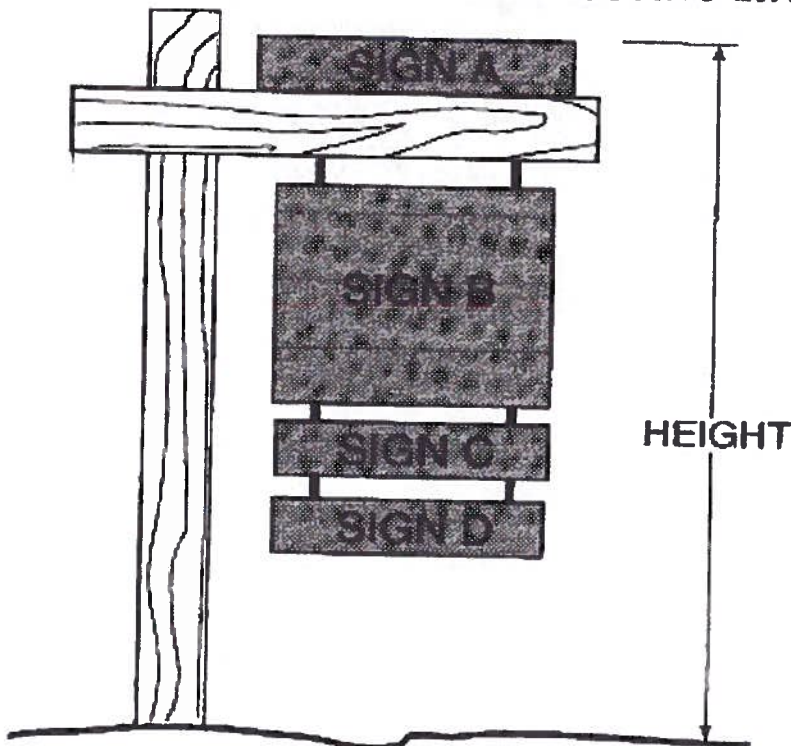
**SIGN OF INDIVIDUAL LETTERS**

$AREA = A \times B$



**IRREGULAR SHAPED SIGN**

AREA DETERMINED BY "THE RULE OF 8,"  
MEANING THE AREA OF THE SIGN IS DETERMINED  
BY THE AREA OF THE SHAPE CREATED BY OUTLINING  
THE SIGN WITH A MAXIMUM OF \*8 CONNECTING LINES.  
AREA = AREA OF TWO RECTANGLES FORMED BY 8  
CONNECTING LINES



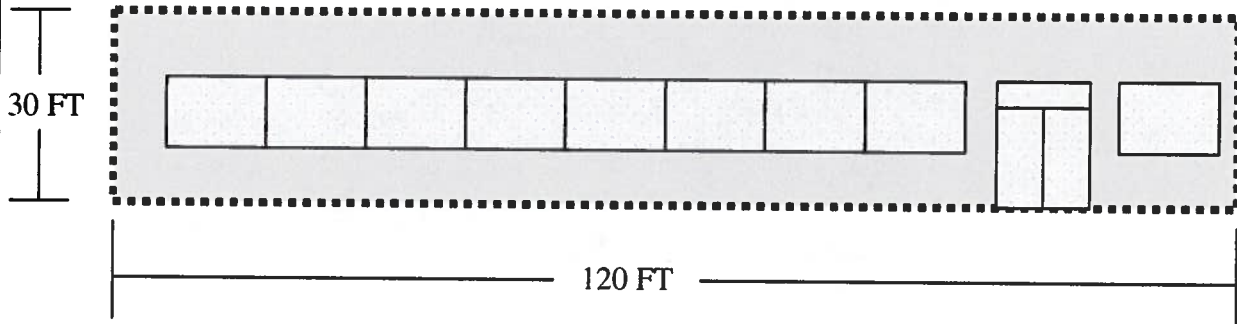
**REAL ESTATE  
FOR SALE SIGN**

$AREA = \text{AREA OF SIGN A} +$   
 $\text{AREA OF SIGN B} +$   
 $\text{AREA OF SIGN C} +$   
 $\text{AREA OF SIGN D}$

**Figure 5**

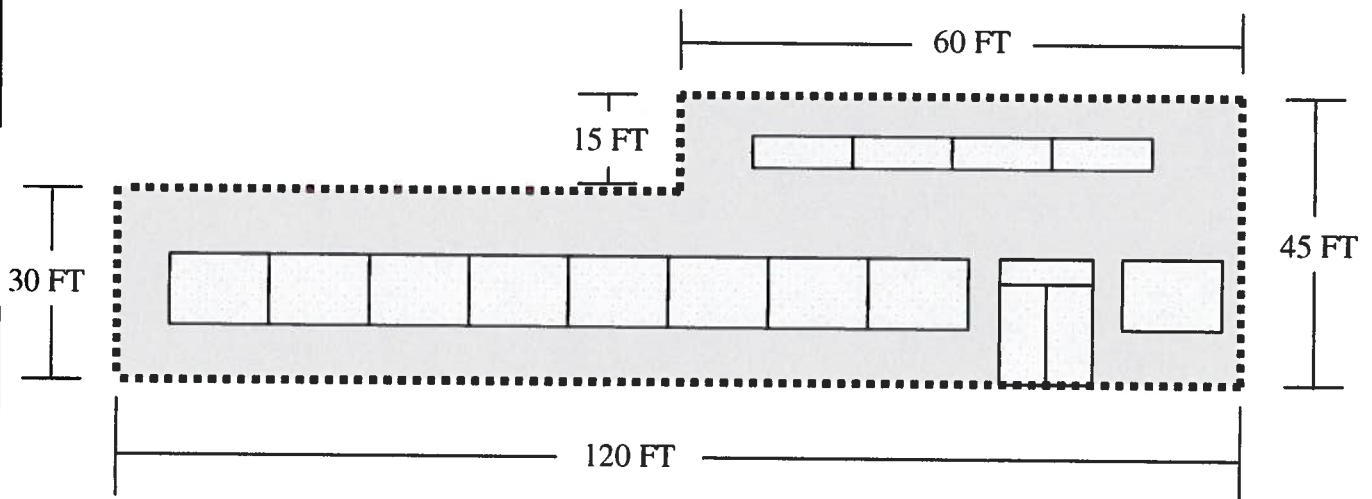
Sign, Building Façade for Determining Size of

Building 1



Building Façade is equal to the entire area of an exterior wall of a building within a continuous perimeter (depicted with a dashed line). The Building Façade area for Building 1 is 3600 SF.

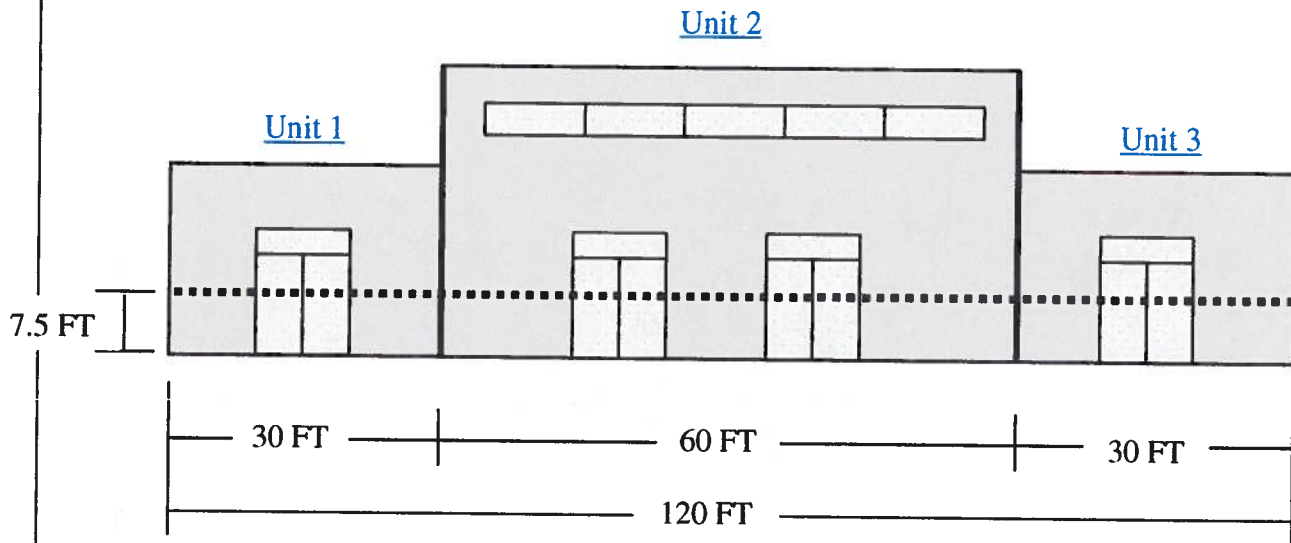
Building 2



Building Façade is equal to the entire area of an exterior wall of a building within a continuous perimeter (depicted with a dashed line). The Building Façade area for Building 2 is 4500 SF.

**Figure 6**

Sign, Linear Foot (LF) for Determining Size of



Linear Foot (LF) is equal to the length of a wall of a building which physically encloses usable interior space. Said frontage shall be measured at a height not greater than ten feet above grade. In this example, the Linear Foot (LF) of Units 1 and 3 is 30 feet, the Linear Foot (LF) of Unit 2 is 60 feet, and all lengths have been measured at 7.5 feet above grade (depicted with a dashed line).



## **Section 6-1300**

### **Special Exception.**

#### **6-1301**

**Purpose.** The special exception procedure is designed to provide the Board of Supervisors with an opportunity for discretionary review of requests to establish or construct uses or structures which have the potential for a deleterious impact upon the health, safety, and welfare of the public; and, in the event such uses or structures are approved, the authority to impose conditions that are designed to avoid, minimize or mitigate potentially adverse effects upon the community or other properties in the vicinity of the proposed use or structure. Any special exception or minor special exception approval granted by the Board of Supervisors shall be implemented in strict accordance with the conditions of approval of the special exception.

#### **6-1302**

**Authorized Special Exception Uses.** Only those special exceptions or minor special exceptions that are expressly authorized as such in a particular zoning district, or elsewhere in this Ordinance may be approved. Further, no existing use shall hereafter be changed to another use that is designated as a special exception use in such district, and no approved special exception use shall be enlarged or expanded unless approval of a new special exception has been granted by the Board of Supervisors.

#### **6-1303**

**Authorized Temporary Special Events.** An applicant for a special exception use or minor special exception use may include in the application a request for authorization of temporary special events that the applicant expects to regularly occur during the life of the special exception use. The applicant shall be specific about the expected types of special events, the expected number of events per calendar year, the expected duration of such special events, and the expected number of attendees per event. In addition, the applicant shall include all pertinent information necessary to show compliance with the standards and criteria set forth in Section 5-500(C) (Temporary Special Events) of this Ordinance. Review of the requested temporary special events shall occur concurrently with the review of the special exception or minor special exception use according to the procedures set forth in this Section 6-1300. All requested temporary special events that are submitted as part of a special exception or minor special exception use application shall be reviewed for compliance with the standards and criteria set forth in both this Section 6-1300 and Section 5-500(C). Temporary special events approved as part of a special exception use or minor special exception application are exempt from the procedural requirements for a temporary zoning permit stated in Section 5-500(C), but shall be subject to all other applicable standards in Section 5-500(C) including without limitation the minimum standards and criteria in Section 5-500(C)(6), limits on the duration of special events,

and the maximum number of special events allowed in one calendar year.

6-1304

**Review of Application.** The Board of Supervisors may permit a special exception or minor special exception as part of a zoning map amendment, or by special exception procedures at any time after a zoning map amendment. An application for a special exception shall be filed, contain such material as may be required, and be processed pursuant to the following:

- (A) **Pre-Application Conference.** Prior to filing an application, an applicant shall meet with the Director of Planning and discuss his intentions with regard to a given application and questions regarding the procedures or substantive requirements of this Ordinance. In connection with all such conferences, the Zoning Administrator shall be consulted as appropriate. A request for a pre-application conference shall be made in writing to the Director of Planning and shall be accompanied by a sketch map(s) of the site, a description of the existing environmental, topographical and structural features on the site, the proposed project or use, graphics that illustrate the scale, location and design of any buildings or structures to the extent known, and a list of the issues to be discussed at the conference. No matters discussed at said meeting shall be binding on either the applicant or the County. The Director of Planning shall respond to each written request for a pre-application conference within fifteen (15) calendar days. If a pre-application conference is not scheduled within thirty (30) calendar days of a request for such conference, then the applicant may request a waiver of the conference. The Planning Director may waive the pre-application conference requirement in cases where the Director finds that such waiver is not detrimental to the applicant or the County.
- (B) **Review of Application for Completeness.** No application shall be accepted and reviewed unless determined by the Director of Planning to be complete. A complete application is one which meets such minimum submission requirements as may be established pursuant to Section 6-403, ~~and~~ Section 6-1310 and Section 5-1202(E), as applicable. For minor special exceptions, the Planning Director shall review the application within fifteen (15) calendar days of filing to determine if it includes the minimum submission requirements. For special exceptions, within thirty (30) calendar days of filing, each application shall be reviewed to determine if it includes the minimum submission requirements. The County shall maintain a current log of all pending applications.

thoroughfare system and the safe and efficient circulation of vehicles and pedestrians within the Planned Development district.

- (E) **Perimeter Treatment.** For residential and nonresidential developments, the approved design and arrangement of the perimeter areas provided to mitigate the impact of the project upon adjoining properties, to achieve an appropriate transition between land uses and densities, and to protect adjoining properties from any adverse effects of the proposed project.
- (F) **Modification.** For residential and nonresidential developments, any approved modifications to any provisions of this Ordinance, the Land Subdivision and Development Ordinance, or any other applicable County ordinance which would otherwise be applicable to the development and which are to be modified. The statement regarding modifications shall set forth clearly the text of the approved modification and the justification therefore.

**6-1509**      **Optional Joint Approvals.** At the applicant's option, an application for site plan and/or preliminary subdivision plat approval may be submitted in conjunction with an application for a rezoning to a Planned Development district. In such case, the applications shall be reviewed together pursuant to their respective standards, the time limits for rezoning shall apply to the joint application, and no approval of a site plan or preliminary subdivision plat shall be effective unless and until the application for rezoning to planned development has been approved by the Board of Supervisors. The application for site plan and/or subdivision approval may be for the entire planned development site or for a phase thereof which is consistent with the phasing plan ultimately adopted by the Board.

**6-1510**      **Building and Other Permits.** After approval of a Concept Development Plan and other required approvals, and upon application by the applicant, appropriate County officials may issue land development, building, zoning and other permits for development, construction and other work in the area encompassed by the Approved Concept Development Plan. No such permit shall be issued unless the County is satisfied that the requirements of all applicable codes or ordinances of the County have been satisfied.

**6-1511**      **Approved Changes to Concept Development Plan After Approval.**

- (A) **Minor Change.** Any proposed change or changes to an approved Concept Development Plan which meets the

following criteria shall be considered a minor change and may be permitted if approved by the Zoning Administrator.

- (1) Decreases by five percent (5%) or less the area approved for public and private open space.
- (2) Relocates or modifies approved circulation elements as a result of more detailed engineering or changes requested by staff or VDOT, unless the change would decrease the ability of such elements to function efficiently, adversely affect their relation to surrounding lands and circulation elements, or would reduce their effectiveness as buffers or amenities.
- (3) Delays by less than one (1) year the construction of any phase of an approved phasing plan.

(B) **Special Exception Change.** The following change or changes to an approved development plan may be made by special exception approved by the Board of Supervisors.

- (1) Increases by five percent (5%) or less of the total number of units to be devoted to any specified residential or nonresidential use.
- (2) Increases by five percent (5%) or less of the total floor area to be devoted to any specified nonresidential use.
- (3) The arrangement of specified land uses, structures, or land bays within the planned development.
- (4) Modification to the regulations applicable to the Concept Development Plan in accordance with Section 6-1504.

~~(5) Modification to the sign regulations with the submittal of a Comprehensive Sign Package in accordance with Section 5-1202(E).~~

(C) **Major Change.** Other than the minor adjustments authorized by Section 6-1511(A) or Section 6-1511(B) above, if an approved Development Plan is amended, varied or altered, such change shall be reviewed pursuant to the procedures established by this Section for its original approval.

The minimum submission requirements for changes to an approved concept development plan shall be the same for either a new or an amended plan. Changes being made may be shown



## ARTICLE 8 DEFINITIONS

Words and terms set forth below shall have the meanings ascribed to them. Any word, term, or phrase used in this Ordinance not defined below shall have the meaning ascribed to such word, term or phrase in the most recent edition of Webster's Unabridged Dictionary, unless in the opinion of the Zoning Administrator, established customs or practices in Loudoun County, Virginia justify a different or additional meaning. For the purpose of this Ordinance, certain words and terms are herein defined as follows:

### A

**Abattoir:** A commercial slaughterhouse.

**Access:** A means of approach or admission.

**Accessory Building:** A non-habitable building located on a lot, the use of which is associated with the principal building and which is located upon the same lot as the principal building. The maximum size of an accessory building is based on the size of the lot on which it is located as follows: up to 5 acres: 2,500 sq. ft., more than 5 acres up to 10 acres: 5,000 sq. ft., more than 10 acres up to 20 acres: 7,500 sq. ft., more than 20 acres: 10,000 sq. ft.

**Active channel:** The area of the stream channel that is subject to frequent flows (approximately once per one and one-half years), and that includes the portion of the channel below where the floodplain flattens.

**Active recreational uses:** Recreational uses requiring constructed facilities for organized activities, such as playing fields, ball courts, and playgrounds.

**Adult Day Care Center:** A licensed facility for four or more aged, infirmed, or disabled adults which is operated during a part of the day only, which provides supplementary care and protection of individuals who reside elsewhere, except a facility or portion of a facility licensed by the State Board of Health or the Department of Mental Health, Mental Retardation and Substance Abuse Service, and the home or residence of an individual who cares for only persons related to him by blood or marriage.

**Adult Entertainment:** Adult entertainment is any medium used for presenting material or performances distinguished or characterized by an emphasis on matter depicting, describing, or relating to 'Specified Sexual Activities' or 'Specified Anatomical Areas' for observation by patrons therein; or limits the presentation of such materials to persons over 18 years of age. This definition shall not apply to a legitimate theatrical performance where nudity is only incidental to the primary purpose of the performance. For the purposes of this definition, "Specified Sexual Activities" is defined as:

1. Human genitals in a state of sexual stimulation or arousal;
2. Acts of human masturbation, sexual intercourse or sodomy;
3. Fondling or other erotic touching of human genitals, pubic region, buttock or female breast.

And, 'Specified Anatomical Areas' is defined as:

application, Preliminary or Final Site Plan application, which has been officially accepted by the County and which is not an inactive application or has not been withdrawn or has not received a final decision.

**Application, Inactive:** Any Zoning Map Amendment application, Zoning Modification application or Concept Plan Amendment application officially accepted by the County for processing but which has had processing suspended either by request of the applicant or by having no contact or activity occur in regard to the application by the applicant for a period of twelve months, or any Special Exception application, Preliminary or Final Site Plan application, Preliminary or Final Record Plat application officially accepted by the County for processing but which has had such processing suspended either by request of the applicant or by having no contact or activity occur in regards to the application by the applicant for a period of six months.

**Application, Reactivated:** Any Zoning Map Amendment application, Zoning Modification application, Concept Plan Amendment application, Special Exception application, Preliminary or Final Record Plat application, Preliminary or Final Site Plan application which was classified as inactive which the applicant subsequently notifies the County in writing of their desire to have the application brought to final decision.

**Arboretum:** A place where trees, shrubs, or other woody plants are grown, exhibited or labeled for scientific, educational, or passive recreational purposes, not including the harvest of plants or their produce.

**Arborist or Urban Forester:** A person trained in arboriculture, forestry, landscape architecture, horticulture, or related fields and experienced in the conservation and preservation of native and ornamental trees.

**Art gallery:** A room or series of rooms where works of art are exhibited for display or sale.

**Art studio:** The workshop of an artist, writer, craftsperson, or photographer, but not a place where members of the public come to receive instruction on a more than incidental basis or to sit for photographic portraits.

**Artistic Works:** Artistic works including wall murals, pictorial presentations, or illustrations affixed to a building or structure. Such artistic works may contain text and shall not be considered signs provided they contain no advertising or commercial message.

**Auction house:** A place where the property of others, such as objects of art, furniture, and other goods (except livestock), are offered by a broker or auctioneer for sale to persons who bid on the items in competition with each other at scheduled sales periods or events.

**Automobile Car Sharing Agency:** A motor vehicle sales and accessory service lot use that provides vehicles shared by its members as a means to supplement mass transit facilities.

**Automobile Service Station:** Buildings and premises where gasoline, oil, grease, batteries, tires and automobile accessories may be supplied and dispensed at retail as a principal use and where, in addition, the following services may be rendered and sales made, and no other.

- a. Sale and servicing of spark plugs, batteries, and distributor parts.
- b. Tire sales, servicing and repair, but not recapping or regrooving.

**Sewer System, Central:** The sewage treatment system for Eastern Loudoun County owned and operated by the LCSA that is served by the Blue Plains and/or Broad Run treatment plants, and/or capacity supplied by the Upper Occoquan Sanitary Authority.

**Sewer System, Communal or Communal Wastewater System:** A sewage treatment system for the collection, treatment and/or disposal of sewage operated and or owned by LCSA, or operated by a public sewer (wastewater) utility as defined by Chapter 10.1 or 10.2 of Title 56 of the Code of Virginia that is designed to serve small scale development, including clusters, where permitted by this Ordinance. Such system may serve only one lot, where a communal system is required by this Ordinance for a specific use.

**Sewer System, Municipal:** A sewage treatment system that is owned or operated by one or the incorporated towns within Loudoun County.

**Sewage Disposal System, Individual:** A complete system for the collection, treatment and/or disposal of sewage, located on the lot served.

**Shopping Center:** Any group of two (2) or more commercial uses of a predominately retail nature which:

- a. Are designed as a single commercial group, whether or not located on the same lot,
- b. Are under common ownership or management,
- c. Are connected by party walls, partitions, canopies, or other structural members to form one continuous structure or, if located in separate buildings, are interconnected by walkways and accessways designed to facilitate customer interchange between the uses,
- d. Share a common parking area, and
- e. Otherwise present the appearance of one (1) continuous commercial area.

**Shoreline:** The top of the streambank, which is defined in engineering terms as the water surface elevation of the two (2) year storm event.

**Shrub:** An evergreen multi-trunked, woody plant that usually attains a mature height of no more than ten (10) feet.

**Sign:** Any ~~device for~~ visual display that comprises letters, words, numerals, figures, logos, trademarks, symbols, emblems, devices, or illustrations, or any combination thereof, communication which is used for the purpose of bringing the subject thereof to the attention of the public to identifies a property, business, product, service, person, or entertainment, but not including when standing alone, a flag, emblem, badge, or insignia of any governmental unit.

**Sign, Area of:** The area within a continuous perimeter enclosing the limits of a sign, as defined herein and illustrated in Figure 4, Section 5-1200, and ~~shall be determined from its outside measurements,~~



including any frame or other material or color forming an integral part of the display or used to differentiate the sign from the background against which it is placed, wall work incidental to its decoration, but excluding the area of the structural sign supports or uprights on which the sign is placed, unless such supports are used to attract attention. In the case of a ground mounted sign utilizing the bonus multiplier for the background structure, the permitted increase in area of the background structure is not counted as the area of the sign. In the case of a sign where lettering appears back to back, that is, on opposite sides of a sign, only one display face shall be counted in the area of the sign. the area of the sign will be considered that of only one side. In the case of a sign made up of individual letters, figures, words, or designs, the spaces between the same shall be included.

**Sign, Artistic Works/Wall Murals:** Artistic works including murals, pictorial presentations, illustrations, or decorations that may be provided on the facades of buildings and structures. Such artistic works may extend to the edges of the building or structure wall. Additionally, such artistic works may contain text and shall not be considered signs provided they have no tenant advertising. Artistic works and murals may be permanent or semi-permanent either painted or applied vinyl graphics that bond to the building façade to resemble paint.

**Sign, Awning and Canopy:** A sign that is mounted, painted, affixed, or otherwise attached to an awning or canopy.

**Sign, Background:** The surface on which a sign is mounted, painted, affixed, or otherwise attached. as determined by computing the entire area within a single geometric form that encloses the background, including the area of the sign.

**Sign, Backlight:** An illuminated sign, where the source of illumination is located on the back of the sign or on the interior of an enclosed sign.

**Sign, Banner:** Cloth, paper, vinyl, bunting or the like, intended to be hung either with or without frames. Governmental flags or symbolic flags shall not be considered banners for the purpose of this Ordinance.

**Sign Bonus Multiplier:** An increase in the area of the sign by a multiplier for ground mounted signs, but in no case shall the total aggregate area of signs exceed the maximum allowed for the specific use.

**Sign, Building Façade for Determining Size of:** The entire area of an exterior wall of a building within a continuous perimeter. See Figure 5.

**Sign, Building Frontage for Determining Size of:** The length of a wall of a building which physically encloses usable interior space and which is the architecturally designed wall that contains the main entrance for use by the general public. Said frontage shall be measured at a height not greater than ten feet above grade.

**Sign, Building Mounted:** A sign that is mounted, painted, affixed, or otherwise attached fastened to or painted on the wall of a building or structure, in such a manner that the wall becomes the supporting structure for, or forms the background surface of the sign.

**Sign, Business:** A sign which identifies directs attention to a business or profession conducted, or to a commodity or service sold, offered or manufactured, or to an entertainment offered on the premises where the sign is located.



**Sign, Construction:** Sign erected and maintained on the site during the period of construction to announce only the nature of the structure and/or the name or names of the owner, contractor, architect, landscape architect, ~~or~~ engineer, or financial institution.

**Sign, Danger, Aviation, Railroad, Bridge, Ferry Transportation, Red Cross, and other such sign:** Sign as set forth in Section 33.1-355 (5), (6), (7), (8), (15), and (17) of the Code of Virginia 1950, as amended.

**Sign, De Minimis:** Any sign with an area no greater than one (1) square foot.

**Sign Development Plan:** A graphic representation showing a detailed plan of all signage proposed for a particular structure, lot, or development.

**Sign, Directional, Off-Site:** Signs providing directions to a specific use, not located on the property or within the development to which such sign identifies.

**Sign, Directional, On-Site:** Signs providing directions to specific uses on a parcel or within a development. ~~types of uses on a site. Such signs shall contain no advertising.~~

**Sign, Directory:** A sign on which the names and locations of occupants or the uses of a building or group of buildings is given.

**Sign, Farm:** Sign erected or maintained on any farm by the owner or tenant of such farm and relating solely to farm or horticultural produce, livestock, silviculture, or services sold, produced, manufactured or furnished on such farm.

**Sign, Freestanding:** Any ~~nonmoveable~~ sign not affixed to a building such as, but not limited to, pole mounted, monument, pylon, sidewalk and ground mounted signs.

**Sign, Government/Official Notices:** Sign erected and maintained by or under the direction of the Virginia Department of Transportation, other governmental authorities, or court officer in accordance with the law.

**Sign Height:** The height of a sign shall be computed as the difference from the base of the sign at normal grade to the top of the highest attached component of the sign. If the land is uneven at the base of the sign, the elevation at the halfway point (middle) of the sign at the base shall be used. Normal grade shall be construed to be the lower of (1) existing grade prior to construction, or (2) the newly established grade after construction, exclusive of any filling, berming, mounding or excavating for the purpose of locating the sign.

**Sign, Historical Markers:** Sign or marker erected to identify a site or landscape related to a person, structure or event documented as historically significant on the local, state or national level ~~or approved by duly authorized public authorities.~~

**Sign, Home Occupational:** Sign upon property displaying the name and/or address of the occupant(s) of the premises and the nature of the home occupation(s).

**Sign, Illuminated:** A sign, or any part of a sign, which is illuminated, externally or internally, from an artificial light source located for the specific purpose of such illumination.

**Sign, Informational:** Signs to identify such locations as restrooms, loading areas, parking areas, no parking areas, entrances, exits and the like.

**Sign, Linear Foot (LF) for Determining Size of:** The length of a wall of a building which physically encloses usable interior space. Said frontage shall be measured at a height not greater than ten feet above grade. See Figure 6.

**Sign, Non-PD District Project Directional:** Signs giving direction to new homes for sale or lease for non Planned Development District projects, subject to the boundaries of a rezoning plat approved by the Board of Supervisors, which do not contain the names of specific builders.

**Sign, PD-H Community Directional:** Signs located within the boundaries of an approved PD-H district, providing direction to subdivisions, sections, or civic features within the PD-H district.

**Sign, Pole Mounted:** See Figure 2, Section 5-1200.

**Sign, Project Identification:** A ground mounted sign that includes the name of the development only, including any corporate typeface or logo.

**Sign, Quasi-public:** Sign identifying or locating a town, community center, public building or historical place situated in Loudoun County, Virginia, and also a sign for a use owned or operated by a non profit, religious, or charitable institution and providing educational, cultural, recreational, religious, or similar types of programs.

**Sign, Real Estate:** Sign pertaining only to the offering for sale or lease of the land or structures on the land upon which the sign is placed.

**Sign, Residential Name:** Sign upon property displaying the name and/or address of the owner, lessee or occupant of the premises.

**Sign, Sidewalk:** A movable sign not secured or attached to the ground or surface upon which it is located. Such sign may be freestanding, placed on an easel, or constructed in a manner to form an "A" shape.

**Sign, Window or Display (Business):** A business sign that is painted, stenciled, etched, or otherwise affixed to a glass door or window and relating to the business conducted within.

**Sign, Store Window or Display (Non-Business):** A sign within a window of a business store windows not relating to the business conducted within; ~~or~~ but to amusements or civic, religious, cultural, educational or charitable activities.

**Sign, Temporary:** A sign advertising a candidacy for public office or an event of public interest, such as, but not limited to, a public or general election, church or public meeting, fair, horse show, turkey shoot, entertainment for charitable purposes, horticulture/agriculture/silviculture activities and other similar

social activities of temporary duration or non-recurring nature, excluding commercial retail and real estate, unless otherwise permitted in this Ordinance.

**Sign, Wayside Stand:** Sign erected or maintained by any farm owner or tenant of such farm and relating solely to farm or horticultural produce or merchandise sold from said stand located on farm including Christmas trees, vineyards and wineries.

**Silviculture:** The planting, growing, cultivating, cutting, and harvesting of trees growing on a site, and the loading, unloading and sorting of trees on a site where they were grown, for wood or wood-based products. See Forestry.

**Silviculture:** The art and science of controlling the establishment, growth, composition, health and quality of forests and woodlands, typically dependent on Best Management Practices. In Loudoun County it is a component of healthy forest management that is limited to tree and shrub planting; limited tree clearing for firewood, and clearing of dead and diseased trees and invasive species; and tree pruning and trimming. Silviculture does not include commercial planting or clear cutting of a forest.

**Sinkhole:** A vertical opening or closed depression in the land surface and formed by solution of carbonate bedrock and downward movement of soil into bedrock voids or by collapse of underlying caves.

**Sinking Stream:** Any stream draining 640 acres or less that disappears underground into a Swallet, Sinkhole, Closed Depression or Cave Opening.

**Site Plan:** A required submission, prepared and approved in accordance with the provisions of Section 6-700, which is a detailed engineering drawing of the proposed improvements included and required in the development of a given lot. For the purpose of this Ordinance, a site plan is not to be construed as a concept development plan, as required by other provisions of this Ordinance. Reference Chapter 1244 Site Plan Procedures of the Land Subdivision and Development Ordinance (LSDO).

**Slope:** The vertical elevation of land area divided by the horizontal distance, expressed as a percentage. Slope percentage shall be determined using the County base planimetric and topographic maps or if required, then other topographic maps, elevations, etc., prepared by such persons licensed to perform surveys to determine such information. See also related definitions of "Very Steep Slope Area" and "Moderately Steep Slope Area," in this Article.

**Small Business:** A business or service which may be conducted in a private residence that is considered temporary for the purpose of starting a new business and operates according to the restrictions and standards established by this Ordinance. For the purposes of this definition the following terms have the meaning herein ascribed to them:

- a. Structure. A structure used for a small business.
- b. Business vehicles. Automobiles, vans, pick-up trucks, motorcycles, and other similar vehicles requiring Department of Motor Vehicle tags and designed and primarily used to transport people. Business vehicle may not have more than two axles.



**Transit-Designed Supportive Subarea:** A Planned Development - Transit Related Center district subarea shall mean the total gross land area located outside the Outer Core subarea, but generally within one mile from the outer edge of the planned rail station platform, as shown on the approved Concept Development Plan. This subarea is meant to provide a transitional and complementary area between the high-density core and the surrounding development pattern. The Transit-Designed Supportive Area should provide a mix of land uses that complement and support the uses of the Inner and Outer Core subareas. This subarea is adjacent to and an extension of development in the Inner and Outer Core subareas and includes design features that complement the Inner and Outer Core subareas such as flexible lot design and pedestrian and bicycle connections. Commercial uses within the TDSA should complement retail, office, and service commercial uses in the Inner and Outer Core subareas.

**Transitional Use:** Permissible uses, as regulated herein, which by their level and scale of activity, serve as a transition between two (2) or more types or densities of land uses.

**Transportation System Management Plan:** An organized program of strategies and techniques to reduce traffic demand and congestion and thereby improve traffic flow by means other than the construction of new capital intensive transportation facilities.

**Tree:** A single perennial woody stem attaining a height of fifteen (15) feet or more at maturity. The particular categories of trees listed below, when used in this Ordinance shall have the following meanings:

**Tree, Canopy:** A deciduous tree, usually single trunked, with a definitely formed crown of foliage and which attains a mature height of at least 30 feet.

**Tree, Deciduous:** Trees and shrubs that shed their leaves annually, usually in Autumn.

**Tree, Evergreen:** A non-deciduous tree, often used for the purposes of screening, weather barrier, or accent planting.

**Tree, Flowering:** Trees that flower.

**Tree Canopy or Tree Cover:** Shall include all areas of coverage by plant material exceeding five (5) feet in height.

**Tree, Understory:** A deciduous or evergreen tree which attains a mature height of no greater than 30 feet. Understory trees often prefer shade and grow naturally under the canopy of larger trees.

## U

**Undisturbed Grade:** The grade and elevation of land prior to excavation, filling, or grading.

~~**Unified Non-Residential Development:** A development of two or more different principal uses, or two or more of the same principal use type, under common ownership or management, and located on a single lot in a Zoning District other than a Planned Development zoning district. Uses in such development shall share a common parking area, and shall either be connected by party walls,~~



~~partitions, canopies or other structural elements to form one continuous structure or, if located in separate buildings, shall be interconnected by walkways and access ways.~~

**University:** See College or Educational Institution.

**Urban Deck:** A platform for landscaped greens or engineered to accommodate buildings, which spans over major roadways. The intent of an urban deck is to create and enable pedestrian movement across an otherwise, typically impenetrable barrier, and to provide space for activity that can link both sides of the roadway.

**Urban Forester:** See Arborist.

**Urban Growth Area:** Any area within the County that is currently served with public water and sewer or that is planned to be served with public water and sewer at some time within the timeframe of the Comprehensive Plan.

**Use, Accessory:** A use of a building, lot, or portion thereof, which is customarily incidental and subordinate to the principal use of the building or lot.

**Use, Auxiliary:** A principal use of a building or lot within a district which is customarily incidental and subordinate to the principal uses of the district.

**Use, Commercial:** Any wholesale, retail, or service business activity established to carry on trade for a profit.

**Use, Principal:** The primary use and chief purpose for which a lot or the main building thereon is designed, arranged, or intended and for which it is or may be used, occupied, or maintained.

**Utility:** Facilities for the provision of infrastructure services that support legally established uses and that need to be located in or near the area where the service is provided. Utilities include communal water supply systems, re-cycling drop-off collection centers, public; water treatment and pumping stations; water pumping stations; water storage tanks; communal sewer systems; sewage treatment plant and pumping station; utility substation, transmission; utility substation, distribution; utility transmission lines. Services may be publicly or privately provided. Accessory uses may include control, monitoring, data, or transmission equipment.

**Utility Lines in the Floodplain:** Storm sewers, sanitary sewers, water lines and similar lines running generally parallel and perpendicular to the flow of the drainageway; and other public utility lines traversing a floodplain generally perpendicular to the flow of the drainageway.

**Utility Substation, Dedicated:** A facility for the transformation or transmission and/or switching of voltages to distribution voltages which switches circuits and distributes usable/consumable electric power, transmits natural gas, television or telephone signals dedicated to an individual user.

**Utility Substation, Distribution:** A facility for the transformation or transmission voltages to distribution voltages which switches circuits and distributes usable/consumable electric power, transmits natural gas, television or telephone signals dedicated to an individual user.

**Planning Commission Sign Regulations Sub-Committee**

**Meeting Summaries**

**June 23, 2010**

Zoning Enforcement Program Manager Keith Fairfax and Zoning Administrator Dan Schardein provided an overview of the policies and procedures associated with enforcement of the Sign Ordinance. The Sub-Committee also reviewed the purpose statement of the current sign regulations. It was agreed that the purpose statement should identify dual goals: directing people without confusion and clearly identifying businesses and communities.

**June 28, 2010**

Zoning Permits Manager Marsha Keim provided an overview of the sign permit application process and key issues encountered by staff during the administrative sign application process. The Sign Ordinance Volunteer Working Group also provided additional information that was requested by the Sub-Committee. The revised purpose statement was reviewed and staff was directed to finalize the draft. The Sub-Committee discussed the development of basic assumptions to be used to guide future discussion on the draft text and Sign Requirements Matrix (i.e. should sign plans be processed administratively; should there be a legislative process at all, and if so, should it be by minor special exception or special exception; should sign plans apply to commercial sites only, including mixed use districts that have commercial; should sign plans be allowed for a single use; in calculating sign area should the background count or not.)

**June 30, 2010**

Zoning Administrator Dan Schardein provided additional zoning enforcement information, specific to the maintenance of signs. Robyn Bailey, Deputy Director of the Department of Economic Development, provided an overview of the Department's role in business development. Regarding the development of basic assumptions to be used to guide future discussion on the draft text and Sign Requirements Matrix, the Sub-Committee concluded that review of the matrix was necessary and that the basic assumptions would be revisited.

**July 7, 2010**

The Sub-Committee reviewed Article 8, Definitions.

**July 8, 2010**

The Sub-Committee concluded review of Article 8, Definitions and reviewed Section 5-1202, General Provisions.

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**July 14, 2010**

On behalf of the International Council of Shopping Centers (ICSC), Jimmie Jones of Art Display Company and Sherman Patrick, Jr. of Compton & Duling, L.C. gave a presentation on signage from the retail perspective. They also distributed a handout from the U.S. Small Business Administration. Pat Wirth, President of the Parc City Center Owners Association, gave a presentation concerning the challenges facing the Parc City Shopping Center and provided a list of recommended changes. Following the presentations, the Sub-Committee reviewed Section 5-1202, General Provisions, 5-1203, Administration and Enforcement, 5-1204, Sign Requirements, and Table 5-1204(D), Sign Requirements Matrix.

**July 27, 2010**

The Sub-Committee reviewed Table 5-1204(D), Sign Requirements Matrix.

**September 1, 2010**

The Sub-Committee reviewed and clarified all draft text related to commercial signage. The Sub-Committee reviewed a set of draft recommendations to the Board of Supervisors for consideration by the Planning Commission and reviewed the goals of ZOAM 2009-0003 per the April 21, 2009 action item. The Sub-Committee reviewed and identified issues related to the draft text for off-site directional signs.

## ATTACHMENT 4

### Public Outreach Summary

A public input meeting was held on June 3, 2010, at which seven speakers appeared before the Planning Commission.

Public outreach for the June 3, 2010, meeting was as follows: 1) the Office of Public Information issued a News Release on May 24, 2010; 2) the News Release was sent to Alert Loudoun, Facebook, and Twitter subscribers on May 24, 2010; 3) an announcement was posted to the internet on May 24, 2010, at [www.loudoun.gov](http://www.loudoun.gov), [www.loudoun.gov/signordinance](http://www.loudoun.gov/signordinance), and [www.loudoun.gov/pc](http://www.loudoun.gov/pc); 4) the meeting was listed on the Loudoun County Government Master Calendar; 5) an advertisement appeared in the May 28, 2010, print edition of the Leesburg Today; 6) notification of the meeting was sent via electronic mail to 81 Homeowners Association (HOA) contacts, business groups, and civic groups, 22 of which were undeliverable; 7) notification of the meeting was sent via U.S. Mail to 101 HOA contacts, business groups, and civic groups, 9 of which were returned.

HOA contacts were supplied by the Office of Public Information. Contact information for business and civic groups was compiled by Staff, then reviewed and approved by the Department of Economic Development.

Following the June 16, 2010, Planning Commission work session, additional public outreach was conducted. An informational e-mail was sent to the Potomac/Sterling Outreach Project Participant list on June 22, 2010. The Participant list was supplied by the Office of the County Administrator. In addition, an informational e-mail or printed announcement (via U.S. Mail) was sent to all incorporated Towns within the County on June 23, 2010. Finally, on June 25, 2010, all HOA contacts, business groups, and civic groups who received notification of the June 3, 2010, public input session were sent an e-mail or letter (via U.S. Mail) informing them of ways to submit public comment and remain informed about the process.

Public outreach for the October 6, 2010, public hearing was as follows: 1) the Office of Public Information issued a News Release on September 23, 2010; 2) the News Release was sent to Alert Loudoun, Facebook, and Twitter subscribers on September 23, 2010; 3) an announcement was posted to the internet on September 23, 2010, at [www.loudoun.gov](http://www.loudoun.gov); 4) an announcement was posted to the internet on September 2, 2010, at [www.loudoun.gov/signordinance](http://www.loudoun.gov/signordinance); 5) the public hearing was listed on the Loudoun County Government Master Calendar; and 6) a legal advertisement appeared in the September 17 and 24, 2010, print editions of the Leesburg Today.



Sign Category Examples

**Table 5-1204(D)(3): Commercial Entrance/Project Identification Signs in the PD, CLI, GB and MR-HI Districts**

Category (a)—Entrance Signs



Entrance Sign: 85.6 SF Sign on 150.6 SF Monument

Location: 44260 Ice Rink Plaza, Ashburn

Parcel Size: 4.62 acres

**Table 5-1204(D)(3): Commercial Entrance/Project Identification Signs in the PD, CLI, GB and MR-HI Districts**

Category (b)—Project Identification Signs



Project Identification Sign: 47.5 SF (not including brick structure)

Location: 21050 Southbank Street, Sterling

Parcel Size: 9.21 acres

**Table 5-1204(D)(4): Signs for Commercial, Office and Industrial Uses**

Categories (a) and (b)—Tenant Signs for Businesses in CLI, GB, PD-CC(NC), PD-CC(CC), PD-OP, PD-RDP, PD-CV, PD-RV and PD-AAAR; Tenant Signs for Businesses in PD-CC(SC), PD-CC(RC), PD-SA, PD-TC, PD-TREC, PD-TRC and PD-MUB



Tenant Signs: Logo: 20 SF; Harris Teeter: 58 SF; Your Neighborhood Food Market: 25.9 SF

Location: 19350 Winmeade Drive, Leesburg (Lansdowne Town Center)

Parcel size: 23.12 acres



**Table 5-1204(D)(4): Signs for Commercial, Office and Industrial Uses**

Categories (a) and (b)—Tenant Signs for Businesses in CLI, GB, PD-CC(NC), PD-CC(CC), PD-OP, PD-RDP, PD-CV, PD-RV and PD-AAAR; Tenant Signs for Businesses in PD-CC(SC), PD-CC(RC), PD-SA, PD-TC, PD-TREC, PD-TRC and PD-MUB



**Tenant Sign: Building Mounted Canopy Sign**



**Table 5-1204(D)(4): Signs for Commercial, Office and Industrial Uses**

Categories (a) and (b)—Tenant Signs for Businesses in CLI, GB, PD-CC(NC), PD-CC(CC), PD-OP, PD-RDP, PD-CV, PD-RV and PD-AAAR; Tenant Signs for Businesses in PD-CC(SC), PD-CC(RC), PD-SA, PD-TC, PD-TREC, PD-TRC and PD-MUB



**Tenant Sign: Building Mounted Blade Sign**

**Table 5-1204(D)(4): Signs for Commercial, Office and Industrial Uses**

Category (c)—Building ID/Tenant Signs Office Buildings, Hotels, Motels and Conference Centers



Building ID Sign—Office Building: 32 SF

Location: 19450 Deerfield Avenue, Leesburg

Parcel size: 5.95 acres



**Table 5-1204(D)(4): Signs for Commercial, Office and Industrial Uses**

Category (c)—Building ID/Tenant Signs Office Buildings, Hotels, Motels and Conference Centers



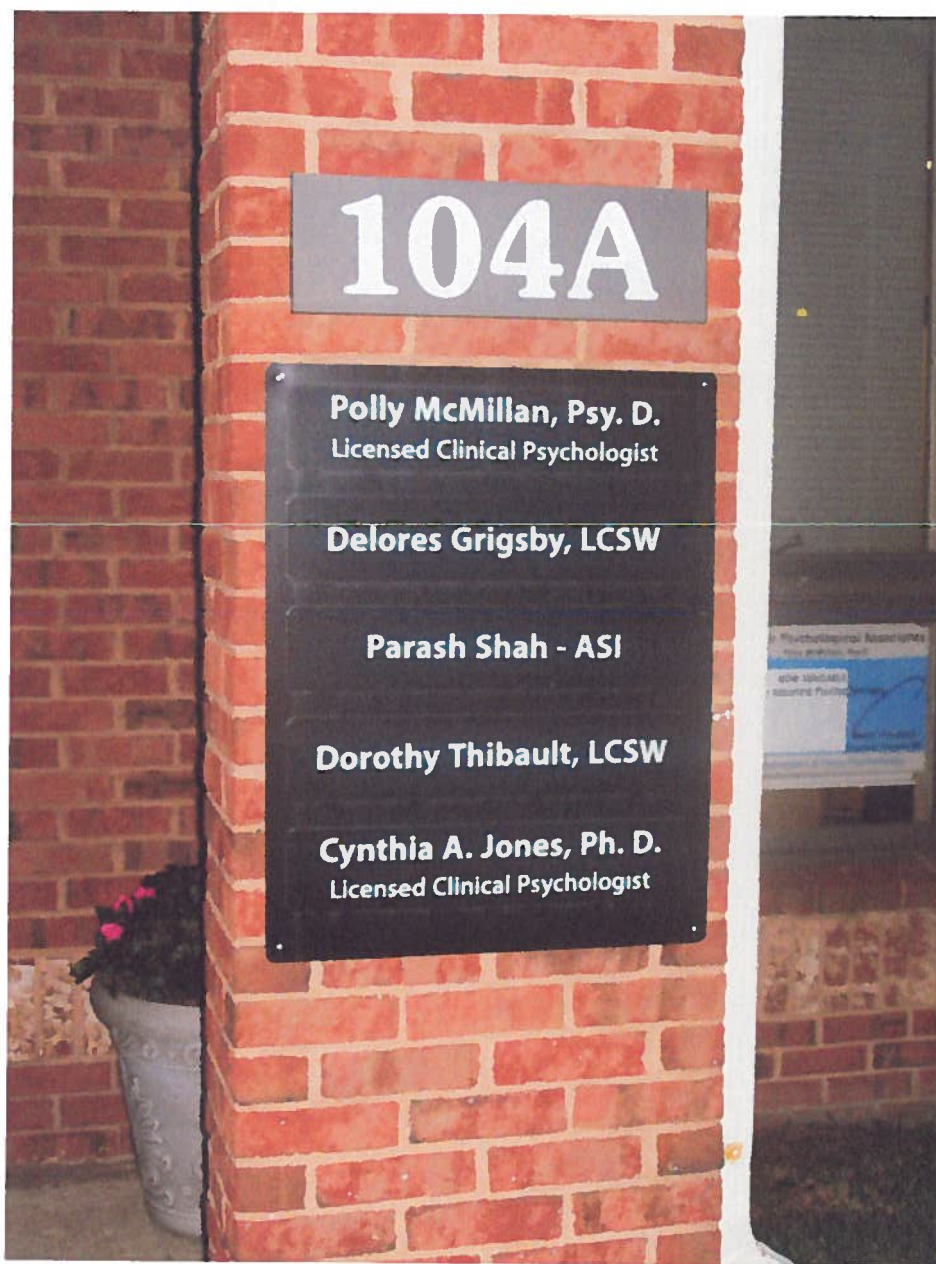
Building ID Sign—Hotel: 138 SF

Location: 22595 Shaw Road, Sterling

Parcel Size: 2.47 acres

**Table 5-1204(D)(4): Signs for Commercial, Office and Industrial Uses**

Category (e)—Exterior Directories for Office Buildings



Location: Town of Leesburg

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**Table 5-1204(D)(4): Signs for Commercial, Office and Industrial Uses**

Category (f)—Exterior Directories for PD-CC(SC), PD-CC(RC), PD-SA, PD-TC, PD-TREC, PD-TRC and PD-MUB



Exterior Directory: Approx. 6.5 ft. tall; 11 SF

Location: 19301 Winmeade Drive, Leesburg (Lansdowne Town Center)

Parcel size: 23.12 acres

**Table 5-1204(D)(4): Signs for Commercial, Office and Industrial Uses**

Category (g)—Flex/Industrial/Warehouse Buildings and Signs for Businesses in MR-HI, PD-IP and PD-GI



Business in PD-IP: 11 SF

Location: 44710 Cape Court, Suite 116, Ashburn

Parcel size: 10.88 acres



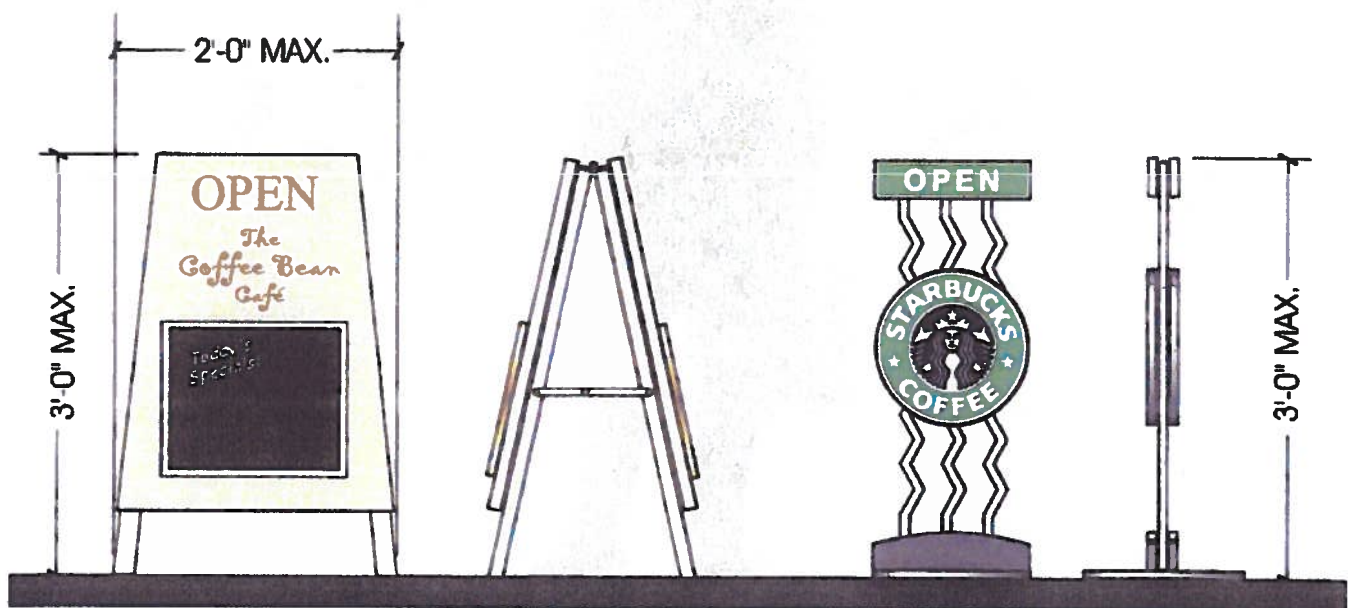
**Table 5-1204(D)(4): Signs for Commercial, Office and Industrial Uses**

Category (s)—Window or Display Sign (Business)



**Table 5-1204(D)(4): Signs for Commercial, Office and Industrial Uses**

Category (t)—Sidewalk Sign





**Table 5-1204(D)(7): Miscellaneous Signs**

Category (h)—Ornamental Lamp Post Signs in PD-CC, PD-SA, PD-TC, PD-TREC, PD-TRC and PD-MUB



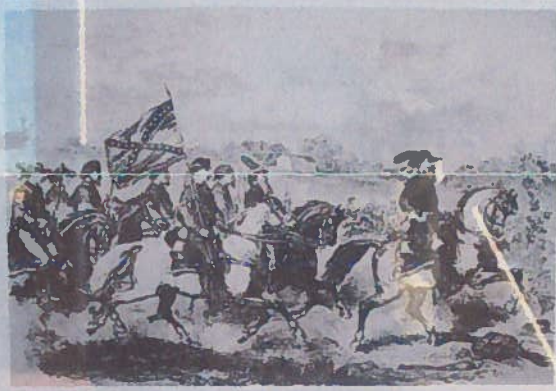
Lamp Post Banners in Stone Ridge

**Table 5-1204(D)(7): Miscellaneous Signs**

Category (l)—Window or Display Signs (Non-Business)

Category (m)—De Minimis Signs

**WHEN THE WAR  
CAME TO SNICKERSVILLE**



**CIVIL WAR CAVALRY REENACTMENT  
BLUEMONT, VA.  
SATURDAY, SEPTEMBER 25, 2010**

On March 6, 1864, twenty three troopers from the 1st New York Cavalry were surprised by fourteen 6th Virginia cavalrymen in the village of Snickersville (now Bluemont). All but two Union horsemen were either killed or captured. The Snickersville Turnpike Association will host a reenactment of this event on Saturday, September 25, 2010.

**NARRATED VIDEO at 10 a.m. and 2 p.m.**

**TOUR, TALK TO PICKETS  
OTHER REENACTORS**

**BATTLE at noon and 4 p.m.**

**Adults \$5 - kids 12 and under free**

**www.snickersvilleturnpike.org**

AccessSecurity, Inc.  
Call 717-271-1111

**Table 5-1204(D)(7): Miscellaneous Signs**

Category (m)—De Minimis Signs



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## Section 5-1200

## Sign Regulations.

## 5-1201

**Purpose.** The visual environment has an effect on and is an important element in safeguarding life, health and property and in preserving the natural beauty, historic and cultural attributes, unique character and attractiveness of communities. The intent of this section, therefore, is to establish well-designed signage that contributes in positive ways to Loudoun County's visual environment while expressing local character and helping to develop a distinctive image of the County. Loudoun County recognizes that signs are a necessary form of communication and will strive to provide clear and consistent rules and regulations and an efficient and effective means of administering and enforcing sign regulations. The primary purposes of signage regulations are (1) to help people find a location without difficulty or confusion, and (2) to clearly identify places of business and communities. Careful control of signage can protect the general welfare and safety of individuals and property values, support economic vitality and viability, and enhance Loudoun's communities overall. Signs are to be considered accessory components of an overall composition of architectural elements, not as dominant architectural elements by themselves. They are subordinate to the structures and land use functions they reference. This Section establishes standards for the location, design, construction, installation, display and safety of signs. More specifically, while not restricting freedom of expression, regulations are hereby established for: (1) Assuring compatibility of signs with land uses, (2) Promoting orderly, attractive and effective signage, (3) Establishing the type, number, physical dimensions, design and location of signs, (4) Treating similar types of signs consistently, and (5) Minimizing competing demands for visual attention to graphic messages or displays by preventing and reducing visual clutter.

## 5-1202

## General Provisions.

- (A) **Signs Prohibited.** Signs with any of the following characteristics are prohibited:
- (1) **Other than on property or structure to which it directs attention.** Is located anywhere other than on the property or structure to which it directs attention or to which it is appurtenant, except (a) any sign erected or maintained by or under the supervision of county or other governmental authority or the Virginia Department of Transportation, and (b) any other off-site sign which is specifically provided for in this article.
  - (2) **Outlines any building or sign with neon or other permanent lights.** Outlines any building, sign, or part thereof with neon or other permanent lights, except as permitted with the approval of a Sign Development Plan.
  - (3) **On trees, fences, public utility pole, etc.** Is fastened, placed, painted, pasted or attached in any way to, in or upon any tree, fence, public utility pole, rock, curbstone, sidewalk, lamp post,

hydrant, bridge, highway marker or another sign, except as otherwise permitted in Section 5-1204(D), Sign Requirements Matrix, or except as may be (a) required by law, (b) so placed by a duly authorized governmental agency, (c) so placed not as an advertisement, but as a warning against hunting, fishing or trespassing, (d) a farm sign, and (e) a residential name sign.

- (4) Illuminated signs which reflect or cast glare, directly or indirectly, on any public roadway or adjacent property.
  - (5) Balloons, banners, pennants or inflated devices, unless otherwise permitted in Section 5-1204(D), Sign Requirements Matrix.
- (B) **Signs Permitted.** Only signs as listed or otherwise provided for in Section 5-1204(D), Signs Requirements Matrix, shall be permitted, and these shall be subject to such regulations as are specifically set forth in each case and to all other regulations in this ordinance. No other signs shall be permitted, unless approved pursuant to a Sign Development Plan, as set forth in Section 5-1202(E).
- (C) **Nonconforming Signs and Removal.** Any sign lawfully in existence at the time of the effective date of this ordinance may be maintained although it does not conform with the provisions of this ordinance, except that any such nonconforming sign, which was required to be removed under the prior ordinance, shall be removed.
- (D) **Traffic Hazards.** No sign shall be located or illuminated in such a manner as, in the opinion of the Zoning Administrator, to cause a traffic hazard.
- (E) **Alternative Sign Regulations.** Alternative sign regulations, including additional sign categories not listed in Section 5-1204(D), Sign Requirements Matrix, may be requested with the submission of a Sign Development Plan. Requests for Sign Development Plans shall be made in accordance with the procedures for a Special Exception application as set forth in Section 6-1300. In addition, Sign Development Plans shall include the following materials:
- (1) A statement of justification addressing how the proposed sign(s) meet the following criteria:
    - (a) Assist motorists, bicyclists and/or pedestrians in finding a location without difficulty or confusion;
    - (b) Clearly identify places of business or communities, while avoiding unnecessary redundancy;
    - (c) Demonstrate compatibility with and are subordinate to the related structures and land uses the signs reference;
    - (d) Address impact to the night sky;

- (e) Incorporate energy efficient measures, where possible; and
  - (f) Provide a sufficient number of graphic messages or displays without creating competing demands for visual attention.
- (2) A comparison chart of the proposed sign regulations in relation to the ordinance regulations;
  - (3) Each of the various sign types proposed, including directional and informational signs, if any, to include the design, materials, colors, and illumination, to be used to achieve a complementary system of signs and graphics; and
  - (4) A sign map, depicting the location of the various proposed sign types.

## 5-1203

### Administration and Enforcement.

- (A) **Sign Permits.** No sign, with the exception of "Government Signs/Official Notices", "Historical Markers", "Danger, Aviation, Railroad, Bridge, Ferry Transportation, Red Cross, and Other Similar Signs", "Hunting, Fishing or Trespassing Signs", "Residential Name Signs", "Window or Display (Non-Business) Signs" and "De Minimis Signs" shall be erected without first obtaining a sign permit from the Zoning Administrator. No such permit shall be issued unless a fee, if required, and as set by the Board of Supervisors, is paid and unless the proposed sign conforms to the requirements of this ordinance.
- (B) **Removal of Signs.** Whenever a sign becomes structurally unsafe or endangers the safety of a structure or premise or the public, or is erected or maintained in violation of this ordinance, the Zoning Administrator shall order such sign to be made safe or comply with the ordinance, as the case may be, or be removed. Only one such order shall be sent by registered mail, return receipt requested, to the owner of the land on which the sign is located and the violator who is responsible for the sign. Within five working days of the receipt or refusal of the order, the owner or violator must correct the sign based on the Zoning Administrator's order. The Zoning Administrator may grant one extension, not to exceed ten (10) working days, based on written justification for the need of an extension. Failure to comply shall constitute grounds for the Zoning Administrator to issue a civil summons pursuant to Section 6-504 and to take other appropriate actions to have the sign removed.

## 5-1204

### Sign Requirements.

- (A) **Sign Requirements Matrix Contents.** Signs shall be permitted in accordance with the Sign Requirements Matrix set forth in Section 5-1204(D) which governs the following: 1) maximum aggregate sign area; 2) maximum number of signs; 3) maximum area of any one sign; 4)

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illumination permitted; 5) minimum setback from road right-of-way; 6) height; 7) sign type permitted: freestanding (to include ground mounted and pole mounted) or building mounted; and 8) other additional requirements.

- (B) **Ground Mounted Sign Bonus Multiplier.** The Sign Requirements Matrix provides for the use of a bonus multiplier, for certain uses, allowing an increase in the maximum area of a ground mounted sign. This provision is not to allow an increase in the total aggregate sign area permitted by the Matrix.
- (C) **Ground Mounted Sign Background Structure Bonus Multiplier.** The Sign Requirements Matrix provides for the use of a bonus multiplier, for certain uses, allowing an increase in the maximum area of the background structure of a ground mounted sign.
- (D) **Sign Requirements Matrix.** See table 5-1204(D) below.

**Table 5-1204(D)**  
**Sign Requirements Matrix**

| SIGN CATEGORY<br><br>(See Note 6)                                                                                   | Total Aggregate<br>Sign Area | Max. Number of<br>Signs                                                                          | Max. Area of Any<br>One Sign                                                                                             | Ground<br>Mounted<br>Sign |                                 | Ground Mounted<br>Background Structure |                                         |                                              | Illumination<br>Permitted   | Min. Setback<br>From R.O.W.<br>(See Note 2) | Type Permitted                                              | Max. Height<br>(See Note 3) | Additional<br>Requirements                                                                                                                                                                                                                                                   |
|---------------------------------------------------------------------------------------------------------------------|------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|---------------------------|---------------------------------|----------------------------------------|-----------------------------------------|----------------------------------------------|-----------------------------|---------------------------------------------|-------------------------------------------------------------|-----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                     |                              |                                                                                                  |                                                                                                                          | Bonus<br>Multiplier       | Max. Area of<br>Any One<br>Sign | Bonus<br>Multiplier<br>(See Note 1)    | Max. Area of<br>Background<br>Structure | Max.<br>Height of<br>Background<br>Structure |                             |                                             |                                                             |                             |                                                                                                                                                                                                                                                                              |
| (1) RESIDENTIAL/AGRICULTURE SIGNS                                                                                   |                              |                                                                                                  |                                                                                                                          |                           |                                 |                                        |                                         |                                              |                             |                                             |                                                             |                             |                                                                                                                                                                                                                                                                              |
| (a) PD-H and PD-AAAR<br>Entrance Signs                                                                              |                              | 2/ vehicular<br>entrance                                                                         | 60 SF                                                                                                                    |                           |                                 | 2                                      | 120 SF                                  | 5 FT                                         | Backlight or<br>White Light | 10 FT                                       | Ground<br>Mounted                                           | 5 FT                        | One sided only; signs shall<br>contain no advertising.<br>Minimum 1000 FT between<br>signs on same side of road or<br>at intersection.                                                                                                                                       |
| (b) PD-H --Community<br>Directional Signs - On-site or<br>Off-site (within boundaries of<br>approved PD-H district) | 20 SF                        |                                                                                                  | 20 SF                                                                                                                    |                           |                                 |                                        |                                         |                                              | Backlight or<br>White Light | 5 FT                                        | Ground<br>Mounted                                           | 8 FT                        | Minimum 1000 FT between<br>signs on same side of road or<br>at intersection; signs shall<br>contain no advertising.                                                                                                                                                          |
| (c) Non PD-H Residential<br>Communities - Entrance<br>Signs                                                         |                              | 1/ vehicular<br>entrance                                                                         | 40 SF                                                                                                                    |                           |                                 | 2                                      | 80 SF                                   | 5 FT                                         | None                        | 10 FT                                       | Ground<br>Mounted                                           | 5 FT                        | One sided only; signs shall<br>contain no advertising.                                                                                                                                                                                                                       |
| (d) HOA Activity Signs                                                                                              | 20 SF                        | 1/development of<br>2500 or fewer<br>dwellings --<br>2/developments<br>of over 2500<br>dwellings | 20 SF                                                                                                                    |                           |                                 |                                        |                                         |                                              | Backlight or<br>White Light | 5 FT                                        | Ground<br>Mounted                                           | 8 FT                        | Signs shall be separated by a<br>minimum half-mile radius, signs<br>shall contain no advertising.                                                                                                                                                                            |
| (e) Farm Signs                                                                                                      | 40 SF                        | 2/Farm                                                                                           | 20 SF                                                                                                                    |                           |                                 |                                        |                                         |                                              | None                        | 5 FT<br>0 FT                                | Freestanding<br>As Permitted<br>in Section 5-<br>1202(A)(3) | 8 FT                        |                                                                                                                                                                                                                                                                              |
| (f) Wayside Stands,<br>Including Christmas Tree<br>Sales, Vineyards, Wineries                                       |                              | 6, includes up to<br>3 on-site signs<br>and up to 4 off-<br>site directional<br>signs            | 12SF on-site<br>4SF off-site<br><br>One on-site<br>sign<br>at 20 SF if<br>setback ≥ 40<br>FT from the<br>fronting<br>ROW |                           |                                 |                                        |                                         |                                              | None                        | 5 FT                                        | Freestanding<br>Building<br>Mounted                         | 8 FT                        | Displayed when agricultural<br>produce and livestock are<br>available for sale on farm<br>involved and shall be removed<br>within 48 hours after sale is<br>concluded. Off-site signs<br>require written permission of<br>the owner of the land on which<br>it is displayed. |

**Table 5-1204(D)**  
**Sign Requirements Matrix**

| SIGN CATEGORY<br>(See Note 6)                                           | Total Aggregate<br>Sign Area | Max. Number of<br>Signs                                                                       | Max. Area of Any<br>One Sign | Ground<br>Mounted<br>Sign |                                 | Ground Mounted<br>Background Structure |                                         |                                              | Illumination<br>Permitted   | Min. Setback<br>From R.O.W.<br>(See Note 2) | Type Permitted                                                                     | Max. Height<br>(See Note 3) | Additional<br>Requirements                                                                                      |
|-------------------------------------------------------------------------|------------------------------|-----------------------------------------------------------------------------------------------|------------------------------|---------------------------|---------------------------------|----------------------------------------|-----------------------------------------|----------------------------------------------|-----------------------------|---------------------------------------------|------------------------------------------------------------------------------------|-----------------------------|-----------------------------------------------------------------------------------------------------------------|
|                                                                         |                              |                                                                                               |                              | Bonus<br>Multiplier       | Max. Area of<br>Any One<br>Sign | Bonus<br>Multiplier<br>(See Note 1)    | Max. Area of<br>Background<br>Structure | Max.<br>Height of<br>Background<br>Structure |                             |                                             |                                                                                    |                             |                                                                                                                 |
| (g) Home Occupation                                                     | 2 SF                         | 1/lot                                                                                         | 2 SF                         |                           |                                 |                                        |                                         |                                              | None                        | 5 FT                                        | Freestanding<br>Building<br>Mounted                                                | 4 FT<br>8 FT                | Sign may indicate more than<br>one business.                                                                    |
| (h) Childcare Home                                                      | 2 SF                         | 1/lot                                                                                         | 2 SF                         |                           |                                 |                                        |                                         |                                              | None                        | 5 FT                                        | Freestanding<br>Building<br>Mounted                                                | 4 FT<br>8 FT                |                                                                                                                 |
| (i) Residential Name Signs                                              |                              | 1/vehicular<br>access, 2 for<br>each dwelling<br>lot or property                              | 2 SF                         |                           |                                 |                                        |                                         |                                              | None                        | None                                        | Freestanding<br>Building<br>Mounted<br>As Permitted<br>in Section 5-<br>1202(A)(3) | 4 FT<br>8 FT                | Signs shall contain no<br>advertising.                                                                          |
| <b>(2) PUBLIC/QUASI PUBLIC SIGNS</b>                                    |                              |                                                                                               |                              |                           |                                 |                                        |                                         |                                              |                             |                                             |                                                                                    |                             |                                                                                                                 |
| (a) Public or Quasi-Public<br>Facility                                  | 6 SF                         | 1/ use                                                                                        | 6 SF                         | 1.5                       | 9 SF                            | 2                                      | 18 SF                                   | 4 FT                                         | None                        | 10 FT                                       | Freestanding                                                                       | 4 FT                        | Must be located within 100 FT<br>from use or structure it<br>identifies; signs shall contain no<br>advertising. |
| (b) School, College,<br>Library, and Publicly<br>Owned Community Center | 20 SF                        | 1/ use                                                                                        | 20 SF                        | 1.5                       | 30 SF                           | 2                                      | 60 SF                                   | 4 FT                                         | Backlight or<br>White Light | 10 FT                                       | Freestanding<br>Building<br>Mounted                                                | 8 FT<br>Roofline            | Signs shall contain no<br>advertising.                                                                          |
| (c) Hospital                                                            |                              | 1/vehicular<br>entrance<br><br>1/public<br>entrance to<br>building, and 1<br>building ID sign | 50 SF<br><br>50 SF           |                           |                                 |                                        |                                         |                                              | Backlight or<br>White Light | 10 FT                                       | Freestanding<br>Building<br>Mounted                                                | 8 FT<br>Roofline            | Signs shall contain no<br>advertising.                                                                          |
| (d) Places of Worship                                                   | 20 SF                        | 2                                                                                             | 10 SF                        |                           |                                 | 1.5                                    | 15 SF                                   | 8 FT                                         | Backlight                   | 5 FT                                        | Freestanding<br>Building<br>Mounted                                                | 8 FT<br>Roofline            | Signs shall contain no<br>advertising.                                                                          |
| (e) Church Bulletin Board                                               | 15 SF                        |                                                                                               | 15 SF                        |                           |                                 |                                        |                                         |                                              | Backlight or<br>White Light | 5 FT                                        | Freestanding<br>Building<br>Mounted                                                | 8 FT                        |                                                                                                                 |



**Table 5-1204(D)**  
**Sign Requirements Matrix**

| SIGN CATEGORY<br><br>(See Note 6)                                                                         | Total Aggregate Sign Area             | Max. Number of Signs                                 | Max. Area of Any One Sign      | Ground Mounted Sign |                           | Ground Mounted Background Structure |                                   |                                     | Illumination Permitted | Min. Setback From R.O.W. (See Note 2) | Type Permitted   | Max. Height (See Note 3) | Additional Requirements                                                                                                                                                                                                                                                 |
|-----------------------------------------------------------------------------------------------------------|---------------------------------------|------------------------------------------------------|--------------------------------|---------------------|---------------------------|-------------------------------------|-----------------------------------|-------------------------------------|------------------------|---------------------------------------|------------------|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                           |                                       |                                                      |                                | Bonus Multiplier    | Max. Area of Any One Sign | Bonus Multiplier (See Note 1)       | Max. Area of Background Structure | Max. Height of Background Structure |                        |                                       |                  |                          |                                                                                                                                                                                                                                                                         |
| (3) COMMERCIAL ENTRANCE/PROJECT IDENTIFICATION SIGNS IN THE PD, CLI, GB and MR-HI DISTRICTS               |                                       |                                                      |                                |                     |                           |                                     |                                   |                                     |                        |                                       |                  |                          |                                                                                                                                                                                                                                                                         |
| (a) Entrance Signs                                                                                        |                                       |                                                      |                                |                     |                           |                                     |                                   |                                     |                        |                                       |                  |                          |                                                                                                                                                                                                                                                                         |
| Up to 10 Acres                                                                                            |                                       |                                                      | 50 SF                          |                     |                           |                                     |                                   |                                     |                        |                                       |                  |                          |                                                                                                                                                                                                                                                                         |
| Over 10 Acres, Up to 40 Acres                                                                             |                                       | 1/vehicular entrance                                 | 60 SF                          |                     |                           |                                     |                                   |                                     | Yes                    | 10 FT                                 | Ground Mounted   | 10 FT                    |                                                                                                                                                                                                                                                                         |
| Over 40 Acres                                                                                             |                                       |                                                      | 75 SF                          |                     |                           |                                     |                                   |                                     |                        |                                       |                  |                          |                                                                                                                                                                                                                                                                         |
| (b) Project Identification Signs                                                                          |                                       |                                                      |                                |                     |                           |                                     |                                   |                                     |                        |                                       |                  |                          |                                                                                                                                                                                                                                                                         |
| Less than 20 Acres                                                                                        |                                       | 1/project                                            | 25 SF                          |                     |                           |                                     |                                   |                                     | Yes                    | 10 FT                                 | Ground Mounted   | 10 FT                    |                                                                                                                                                                                                                                                                         |
| 20 Acres or More                                                                                          |                                       | 2/project                                            | 25 SF                          |                     |                           |                                     |                                   |                                     |                        |                                       |                  |                          |                                                                                                                                                                                                                                                                         |
| (4) SIGNS FOR COMMERCIAL, OFFICE AND INDUSTRIAL USES                                                      |                                       |                                                      |                                |                     |                           |                                     |                                   |                                     |                        |                                       |                  |                          |                                                                                                                                                                                                                                                                         |
| (a) Tenant Signs for Businesses in CLI, GB, PD-CC(NC), PD-CC(CC), PD-OP, PD-RDP, PD-CV, PD-RV and PD-AAAR | 1 SF/LF of Tenant's Building Frontage | 2/Façade; no more than 4 signs Total/Tenant          | 60 SF                          |                     |                           |                                     |                                   |                                     | Yes                    |                                       | Building Mounted | Roofline                 | Sign types on building façades may include any combination of: Building mounted and awning and canopy signs (affixed to or mounted below the awning or canopy). If two signs are proposed on a single façade, one sign shall be a secondary sign of no more than 10 SF. |
| (b) Tenant Signs for Businesses in PD-CC(SC), PD-CC(RC), PD-SA, PD-TC, PD-TREC, PD-TRC and PD-MUB         | 2 SF/LF of Tenant's Building Frontage | 2/Façade; no more than 4 signs Total/Tenant          | 200 SF                         |                     |                           |                                     |                                   |                                     | Yes                    |                                       | Building Mounted | Roofline                 | Sign types on building façades may include any combination of: Building mounted and awning and canopy signs (affixed to or mounted below the awning or canopy).                                                                                                         |
| (c) Building ID/Tenant Signs Office Buildings, Hotels, Motels and Conference Centers                      |                                       | 1 or 2/Façade, but no more than 4 total per Building | 1 SF/100 SF of Building Façade |                     |                           |                                     |                                   |                                     | Yes                    |                                       | Building Mounted | Roofline                 | Signs must be located at the top floor of the building. Name and message may differ.                                                                                                                                                                                    |

**Table 5-1204(D)**  
**Sign Requirements Matrix**

| SIGN CATEGORY<br>(See Note 6)                                                                               | Total Aggregate Sign Area                      | Max. Number of Signs | Max. Area of Any One Sign | Ground Mounted Sign |                           | Ground Mounted Background Structure |                                   |                                     | Illumination Permitted   | Min. Setback From R.O.W. (See Note 2) | Type Permitted                             | Max. Height (See Note 3)                  | Additional Requirements                                              |
|-------------------------------------------------------------------------------------------------------------|------------------------------------------------|----------------------|---------------------------|---------------------|---------------------------|-------------------------------------|-----------------------------------|-------------------------------------|--------------------------|---------------------------------------|--------------------------------------------|-------------------------------------------|----------------------------------------------------------------------|
|                                                                                                             |                                                |                      |                           | Bonus Multiplier    | Max. Area of Any One Sign | Bonus Multiplier (See Note 1)       | Max. Area of Background Structure | Max. Height of Background Structure |                          |                                       |                                            |                                           |                                                                      |
| (d) Ground Floor Tenants in Office Buildings                                                                |                                                | 1/Tenant             | 20 SF                     |                     |                           |                                     |                                   |                                     | Yes                      |                                       | Building Mounted                           | Mount Below 2 <sup>nd</sup> Floor Windows | Maximum height of letters: 24 Inches                                 |
| (e) Exterior Directories for Office Buildings                                                               |                                                | 1/Building Entrance  | 15 SF                     |                     |                           |                                     |                                   |                                     | Yes                      |                                       | Ground Building Mounted or                 | 6 FT                                      |                                                                      |
| (f) Exterior Directories for PD-CC(SC), PD-CC(RC), PD-SA, PD-TC, PD-TREC, PD-TRC and PD-MUB                 |                                                | 2/Development        | 25 SF                     |                     |                           |                                     |                                   |                                     | Yes                      |                                       | Ground Mounted                             | 7 FT                                      |                                                                      |
| (g) Flex/Industrial/ Warehouse Buildings and Signs for Businesses in MR-HI, PD-IP and PD-GI                 | ½ SF/LF of Building Frontage                   | 1/Tenant             | 100 SF                    |                     |                           |                                     |                                   |                                     | Yes                      |                                       | Building Mounted                           | Roofline                                  |                                                                      |
| (h) Auto Service Station (including convenience store, car wash & repair)                                   | 100 SF                                         | 6                    | 30 SF                     |                     |                           |                                     |                                   |                                     | Yes                      | 5 FT                                  | Freestanding                               | 15 FT Pole Mounted 8 FT Ground Mounted    | Total sign area excludes federally mandated gasoline price posting.  |
|                                                                                                             |                                                |                      |                           |                     |                           |                                     |                                   |                                     |                          |                                       | Building Mounted                           | Roofline                                  |                                                                      |
| (i) Auto Dealer                                                                                             | 20-120 SF (see additional requirements column) | 6                    | 20 SF                     | 1.5                 | 30 SF                     | 1.5                                 | 45 SF                             | 8 FT                                | Backlight                | 10 FT                                 | Freestanding                               | 15 FT                                     | Base sign 20 SF<br>Used car 20 SF<br>Each new car dealership = 20 SF |
|                                                                                                             |                                                |                      |                           |                     |                           |                                     |                                   |                                     |                          |                                       | Building Mounted                           | Roofline                                  |                                                                      |
| (j) Bed & Breakfast Inn and Homestay                                                                        | 4 SF                                           | 2                    | 4 SF                      |                     |                           |                                     |                                   |                                     | Backlight or White Light | 5 FT                                  | Freestanding                               | 6 FT                                      |                                                                      |
|                                                                                                             |                                                |                      |                           |                     |                           |                                     |                                   |                                     |                          |                                       | Building Mounted                           | Roofline                                  |                                                                      |
| (k) Country Inn, Guest Farm or Ranch, Rural Retreat, Rural Resort, and Rural Agricultural Corporate Retreat | 10 SF                                          | 2                    | 10 SF                     |                     |                           |                                     |                                   |                                     | Backlight or White Light | None                                  | Freestanding                               | 6 FT                                      |                                                                      |
|                                                                                                             |                                                |                      |                           |                     |                           |                                     |                                   |                                     |                          |                                       | Building Mounted in Historic District Only |                                           |                                                                      |

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**Table 5-1204(D)**  
**Sign Requirements Matrix**

| SIGN CATEGORY<br>(See Note 6)                                                | Total Aggregate<br>Sign Area                                | Max. Number of<br>Signs                               | Max. Area of Any<br>One Sign                   | Ground<br>Mounted<br>Sign |                                 | Ground Mounted<br>Background Structure |                                         |                                              | Illumination<br>Permitted | Min. Setback<br>From R.O.W.<br>(See Note 2) | Type Permitted      | Max. Height<br>(See Note 3) | Additional<br>Requirements                             |
|------------------------------------------------------------------------------|-------------------------------------------------------------|-------------------------------------------------------|------------------------------------------------|---------------------------|---------------------------------|----------------------------------------|-----------------------------------------|----------------------------------------------|---------------------------|---------------------------------------------|---------------------|-----------------------------|--------------------------------------------------------|
|                                                                              |                                                             |                                                       |                                                | Bonus<br>Multiplier       | Max. Area of<br>Any One<br>Sign | Bonus<br>Multiplier<br>(See Note 1)    | Max. Area of<br>Background<br>Structure | Max.<br>Height of<br>Background<br>Structure |                           |                                             |                     |                             |                                                        |
| (l) Movie Theaters –<br>Theater Name Entrance Sign                           |                                                             | 2                                                     | 20 SF                                          | 1.5                       | 30 SF                           | 1.5                                    | 45 SF                                   | 8 FT                                         | Yes                       | 10 FT                                       | Freestanding        | 15 FT                       |                                                        |
| Theater Name Building Sign                                                   |                                                             | 1                                                     | 60 SF                                          |                           |                                 |                                        |                                         |                                              |                           |                                             | Building<br>Mounted | Roofline                    |                                                        |
| Movie Title Building Sign                                                    |                                                             | 1                                                     | 20 SF                                          |                           |                                 |                                        |                                         |                                              |                           |                                             |                     |                             |                                                        |
| (m) Restaurant –<br>(freestanding Building with<br>up to 4000 SF floor area) | 60 SF                                                       | 3                                                     | 20 SF                                          | 1.5                       | 30 SF                           | 1.5                                    | 45 SF                                   | 8 FT                                         | Yes                       | 10 FT                                       | Freestanding        | 15 FT                       | Drive-through menu does not<br>count toward sign area. |
|                                                                              |                                                             |                                                       |                                                |                           |                                 |                                        |                                         |                                              |                           |                                             | Building<br>Mounted | Roofline                    |                                                        |
| (n) Restaurant –<br>(Freestanding Building with<br>over 4000 SF floor area)  | 120 SF                                                      | 3                                                     | 20 SF<br>freestanding<br>60 SF bldg<br>mounted | 1.5                       | 30 SF                           | 1.5                                    | 45 SF                                   | 8 FT                                         | Yes                       | 10 FT                                       | Freestanding        | 15 FT                       | Drive-through menu does not<br>count toward sign area. |
|                                                                              |                                                             |                                                       |                                                |                           |                                 |                                        |                                         |                                              |                           |                                             | Building<br>Mounted | Roofline                    |                                                        |
| (o) Restaurant/Car Wash<br>Drive -Through Menu                               | 30 SF                                                       | 2                                                     | 20 SF                                          | 1.5                       | 30 SF                           |                                        |                                         |                                              | Backlight                 |                                             | Freestanding        | 5 FT                        | Must be screened from all<br>roads.                    |
|                                                                              |                                                             |                                                       |                                                |                           |                                 |                                        |                                         |                                              |                           |                                             | Building<br>Mounted |                             |                                                        |
| (p) Business in A-3, A-10,<br>AR, JLMA, TR and CR<br>Districts               | 10 SF                                                       | 2/lot                                                 | 10 SF                                          |                           |                                 |                                        |                                         |                                              | None                      | 5 FT                                        | Freestanding        | 8 FT                        |                                                        |
|                                                                              |                                                             |                                                       |                                                |                           |                                 |                                        |                                         |                                              |                           |                                             | Building<br>Mounted |                             |                                                        |
| (q) Business in RC District                                                  | 40 SF                                                       | 2                                                     | 20 SF                                          |                           |                                 |                                        |                                         |                                              | Yes                       | 5 FT                                        | Freestanding        | 8 FT                        |                                                        |
|                                                                              |                                                             |                                                       |                                                |                           |                                 |                                        |                                         |                                              |                           |                                             | Building<br>Mounted |                             |                                                        |
| (r) Business in R Districts                                                  | 4 SF for lots<br>≤ 10 acres; 8<br>SF for lots ><br>10 acres | 1 for lots ≤<br>10 acres;<br>2 for lots ><br>10 acres | 4 SF                                           |                           |                                 |                                        |                                         |                                              | None                      | 5 FT                                        | Freestanding        | 8 FT                        |                                                        |
|                                                                              |                                                             |                                                       |                                                |                           |                                 |                                        |                                         |                                              |                           |                                             | Building<br>Mounted |                             |                                                        |



**Table 5-1204(D)  
Sign Requirements Matrix**

| SIGN CATEGORY<br><br>(See Note 6)                                                                                 | Total Aggregate Sign Area | Max. Number of Signs                                         | Max. Area of Any One Sign | Ground Mounted Sign |                           | Ground Mounted Background Structure |                                   |                                     | Illumination Permitted | Min. Setback From R.O.W. (See Note 2) | Type Permitted | Max. Height (See Note 3) | Additional Requirements                                                                                                                                                                                      |
|-------------------------------------------------------------------------------------------------------------------|---------------------------|--------------------------------------------------------------|---------------------------|---------------------|---------------------------|-------------------------------------|-----------------------------------|-------------------------------------|------------------------|---------------------------------------|----------------|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                   |                           |                                                              |                           | Bonus Multiplier    | Max. Area of Any One Sign | Bonus Multiplier (See Note 1)       | Max. Area of Background Structure | Max. Height of Background Structure |                        |                                       |                |                          |                                                                                                                                                                                                              |
| (s) Window or Display Sign (Business) in conjunction with Table 5-1204(D)(4)(a), (b), (m) and (n) sign categories |                           | 4/Tenant                                                     |                           |                     |                           |                                     |                                   |                                     | None                   |                                       |                |                          | The maximum square footage of window or display signs (business) shall not exceed 25% of the total square footage of window area, or 10 SF, whichever is less                                                |
| (t) Sidewalk Sign in conjunction with Table 5-1204(D)(4)(a), (b), (m) and (n) sign categories                     |                           | 1/Tenant                                                     | 6 SF                      |                     |                           |                                     |                                   |                                     | None                   |                                       |                | 3 SF                     | Sidewalk signs shall be placed no more than 5 feet from the front door of the business to which the sign pertains. A 4-foot unobstructed space shall be maintained on the sidewalk in front of the business. |
| (5) TEMPORARY SIGNS<br>(For Temporary Real Estate Signs, See Number 6 Below)                                      |                           |                                                              |                           |                     |                           |                                     |                                   |                                     |                        |                                       |                |                          |                                                                                                                                                                                                              |
| (a) Temporary Signs – On-site                                                                                     | 4 SF                      | 1                                                            | 4 SF                      |                     |                           |                                     |                                   |                                     | None                   | 5 FT                                  | Freestanding   | 4 FT                     | Permit limited to one (1) month from date of issuance, for no more than 3 consecutive months.                                                                                                                |
|                                                                                                                   |                           |                                                              |                           |                     |                           |                                     |                                   |                                     |                        |                                       | Balloons       |                          |                                                                                                                                                                                                              |
|                                                                                                                   |                           |                                                              |                           |                     |                           |                                     |                                   |                                     |                        |                                       | Banners        |                          |                                                                                                                                                                                                              |
|                                                                                                                   |                           |                                                              |                           |                     |                           |                                     |                                   |                                     |                        |                                       | Pennants       |                          |                                                                                                                                                                                                              |
|                                                                                                                   |                           |                                                              |                           |                     |                           |                                     |                                   |                                     |                        |                                       | Inflated       |                          |                                                                                                                                                                                                              |
|                                                                                                                   |                           |                                                              |                           |                     |                           |                                     |                                   |                                     |                        |                                       | Devices        |                          |                                                                                                                                                                                                              |
| (b) Temporary Signs – Off-Site                                                                                    |                           | Reasonable number as determined by the Zoning Administrator. | 4 SF                      |                     |                           |                                     |                                   |                                     | None                   | 5 FT                                  | Freestanding   | 4 FT                     | Permit limited to one (1) month from date of issuance, for no more than 3 consecutive months.                                                                                                                |
|                                                                                                                   |                           |                                                              |                           |                     |                           |                                     |                                   |                                     |                        |                                       | Balloons       |                          |                                                                                                                                                                                                              |
|                                                                                                                   |                           |                                                              |                           |                     |                           |                                     |                                   |                                     |                        |                                       | Banners        |                          |                                                                                                                                                                                                              |
|                                                                                                                   |                           |                                                              |                           |                     |                           |                                     |                                   |                                     |                        |                                       | Pennants       |                          |                                                                                                                                                                                                              |
|                                                                                                                   |                           |                                                              |                           |                     |                           |                                     |                                   |                                     |                        |                                       | Inflated       |                          |                                                                                                                                                                                                              |
|                                                                                                                   |                           |                                                              |                           |                     |                           |                                     |                                   |                                     |                        |                                       | Devices        |                          |                                                                                                                                                                                                              |
| (c) Temporary Construction Signs                                                                                  | 20 SF Commercial          | 1/contractor per job site                                    | 20 SF                     |                     |                           |                                     |                                   |                                     | None                   | 10 FT                                 | Ground Mounted | 8 FT                     | Residential signs only in A-3, A-10, A-25, AR, and CR Districts. Contractor to remove sign upon completion of construction.                                                                                  |
|                                                                                                                   | 10 SF Residential         | 1/contractor per job site                                    | 10 SF                     |                     |                           |                                     |                                   |                                     |                        |                                       |                |                          |                                                                                                                                                                                                              |
| (6) REAL ESTATE SIGNS                                                                                             |                           |                                                              |                           |                     |                           |                                     |                                   |                                     |                        |                                       |                |                          |                                                                                                                                                                                                              |
| (a) Real Estate - Residential For Sale Sign                                                                       | 6 SF up to 10 acres       | 1                                                            | 6 SF                      |                     |                           |                                     |                                   |                                     | None                   | 5 FT                                  | Freestanding   | 6 FT                     |                                                                                                                                                                                                              |
|                                                                                                                   | 12 SF more than 10 acres  | 2                                                            | 6 SF                      |                     |                           |                                     |                                   |                                     |                        |                                       |                |                          |                                                                                                                                                                                                              |

**Table 5-1204(D)**  
**Sign Requirements Matrix**

| SIGN CATEGORY<br>(See Note 6)                                                                              | Total Aggregate<br>Sign Area | Max. Number of<br>Signs                                                                            | Max. Area of Any<br>One Sign | Ground<br>Mounted<br>Sign |                                 | Ground Mounted<br>Background Structure |                                         |                                              | Illumination<br>Permitted | Min. Setback<br>From R.O.W.<br>(See Note 2) | Type Permitted                                                                     | Max. Height<br>(See Note 3) | Additional<br>Requirements                                                                                                                                                      |
|------------------------------------------------------------------------------------------------------------|------------------------------|----------------------------------------------------------------------------------------------------|------------------------------|---------------------------|---------------------------------|----------------------------------------|-----------------------------------------|----------------------------------------------|---------------------------|---------------------------------------------|------------------------------------------------------------------------------------|-----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                            |                              |                                                                                                    |                              | Bonus<br>Multiplier       | Max. Area of<br>Any One<br>Sign | Bonus<br>Multiplier<br>(See Note 1)    | Max. Area of<br>Background<br>Structure | Max.<br>Height of<br>Background<br>Structure |                           |                                             |                                                                                    |                             |                                                                                                                                                                                 |
| (b) Real Estate - Residential<br>Subdivision                                                               |                              | 1/vehicular<br>entrance to<br>subdivision from<br>state right-of-<br>way                           | 20 SF                        |                           |                                 |                                        |                                         |                                              | None                      | 5 FT                                        | Freestanding                                                                       | 6 FT                        | Area of all real estate signs<br>within the subdivision which<br>front on a public highway shall<br>be no more than four (4)<br>square feet per lot fronting on<br>the highway. |
| (c) Real Estate - Commercial<br>For Sale Sign                                                              |                              | 1 (upon any lot<br>of less than 10<br>acres); 2 upon<br>any lot in<br>excess of ten<br>(10) acres. | 20 SF                        |                           |                                 |                                        |                                         |                                              | None                      | 5 FT                                        | Freestanding                                                                       | 6 FT                        |                                                                                                                                                                                 |
| (d) Real Estate - Temporary<br>Open House - Off-Site                                                       |                              | 4 /property                                                                                        | 4 SF                         |                           |                                 |                                        |                                         |                                              | None                      | 5 FT                                        | Freestanding                                                                       | 4 FT                        | Conditions apply (see note 4).                                                                                                                                                  |
| (e) Non-PD District Project<br>Directional Signs - Off-Site                                                |                              | 10/total<br>combined for all<br>builders per<br>project                                            | 2 SF                         |                           |                                 |                                        |                                         |                                              | None                      | 5 FT                                        | Freestanding                                                                       | 4 FT                        | Conditions apply. (see note 5).                                                                                                                                                 |
| <b>(7) MISCELLANEOUS SIGNS</b>                                                                             |                              |                                                                                                    |                              |                           |                                 |                                        |                                         |                                              |                           |                                             |                                                                                    |                             |                                                                                                                                                                                 |
| (a) Government Signs/<br>Official Notices                                                                  |                              |                                                                                                    |                              |                           |                                 |                                        |                                         |                                              |                           |                                             |                                                                                    |                             | Not regulated.                                                                                                                                                                  |
| (b) Historical Markers                                                                                     |                              |                                                                                                    |                              |                           |                                 |                                        |                                         |                                              |                           |                                             |                                                                                    |                             | Not regulated.                                                                                                                                                                  |
| (c) Danger, Aviation,<br>Railroad, Bridge, Ferry<br>Transportation, Red Cross,<br>and Other Similar Signs. |                              |                                                                                                    |                              |                           |                                 |                                        |                                         |                                              |                           |                                             |                                                                                    |                             | Not regulated.                                                                                                                                                                  |
| (d) Hunting, Fishing or<br>Trespassing Signs                                                               |                              |                                                                                                    | 2 SF                         |                           |                                 |                                        |                                         |                                              | None                      | None                                        | Freestanding<br>Building<br>Mounted<br>As Permitted<br>in Section 5-<br>1202(A)(3) | 5 FT                        |                                                                                                                                                                                 |

**Table 5-1204(D)**  
**Sign Requirements Matrix**

| SIGN CATEGORY<br>(See Note 6)                                                                      | Total Aggregate<br>Sign Area | Max. Number of<br>Signs                                            | Max. Area of Any<br>One Sign | Ground<br>Mounted<br>Sign |                                 | Ground Mounted<br>Background Structure |                                         |                                              | Illumination<br>Permitted | Min. Setback<br>From R.O.W.<br>(See Note 2) | Type Permitted                   | Max. Height<br>(See Note 3) | Additional<br>Requirements                                                                                                                                                                                                                                                                                                       |
|----------------------------------------------------------------------------------------------------|------------------------------|--------------------------------------------------------------------|------------------------------|---------------------------|---------------------------------|----------------------------------------|-----------------------------------------|----------------------------------------------|---------------------------|---------------------------------------------|----------------------------------|-----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                    |                              |                                                                    |                              | Bonus<br>Multiplier       | Max. Area of<br>Any One<br>Sign | Bonus<br>Multiplier<br>(See Note 1)    | Max. Area of<br>Background<br>Structure | Max.<br>Height of<br>Background<br>Structure |                           |                                             |                                  |                             |                                                                                                                                                                                                                                                                                                                                  |
| (e) Informational Signs                                                                            |                              | 1/use identifying locations such as restrooms, loading areas, etc. | 2 SF                         |                           |                                 |                                        |                                         |                                              | Backlight or White Light  | 5 FT                                        | Freestanding<br>Building Mounted | 5 FT                        | Signs shall contain no advertising, but may include the names and/or logos associated with the business or development.                                                                                                                                                                                                          |
| (f) PD-SA, PD-TC, PD-TRC, PD-TREC, PD-MUB, PD-RV, and PD-CV Residential Development Entrance Signs |                              | 2/vehicular entrance                                               | 60 SF                        |                           |                                 | 2                                      | 120 SF                                  | 5 FT                                         | Backlight or White Light  | 10 FT                                       | Ground Mounted                   | 5 FT                        | One-side only; signs shall contain no advertising.                                                                                                                                                                                                                                                                               |
| (g) Mixed-Use Buildings-Residential Entry Signs                                                    |                              | 1/Residential Building Entrance                                    | 20 SF                        |                           |                                 |                                        |                                         |                                              | Yes                       |                                             | Building Mounted                 | Roofline                    |                                                                                                                                                                                                                                                                                                                                  |
| (h) Ornamental Lamp Post Signs in PD-CC, PD-SA, PD-TC, PD-TREC, PD-TRC and PD-MUB                  |                              | 1/Lamp Post                                                        | 8 SF                         |                           |                                 |                                        |                                         |                                              | None                      |                                             | Banner                           |                             | Ornamental/Seasonal banners on lamp posts shall not be placed greater than 15 feet above grade. Such banners shall not contain specific tenant/ user names or advertising, but may include the development name and/or logo.                                                                                                     |
| (i) Private Recreation Parks                                                                       | 10 SF                        | 2                                                                  | 6 SF                         |                           |                                 |                                        |                                         |                                              | None                      | 5 FT                                        | Freestanding                     | 6 FT                        |                                                                                                                                                                                                                                                                                                                                  |
| (j) Directional Signs, On-Site                                                                     |                              |                                                                    | 4 SF                         |                           |                                 |                                        |                                         |                                              | Backlight or White Light  | 5 FT                                        | Freestanding                     | 3 FT                        | Signs shall be located only where there is a change in direction and shall contain no advertising, but may include the names and/or logos associated with the business or development.                                                                                                                                           |
| (k) Directional Signs, Off-Site                                                                    |                              | 2/use                                                              | 6 SF                         |                           |                                 |                                        |                                         |                                              | None                      | 5 FT                                        | Freestanding                     | 3 FT                        | Signs limited to religious assembly uses, civic uses, and private non-profit organizations. Signs shall be located only where there is a change in direction, shall list only the name and address of the use, and shall be posted for a period not to exceed 48 hours. Permit limited to one (1) year from the date of issuance |

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**Table 5-1204(D)**  
**Sign Requirements Matrix**

| SIGN CATEGORY<br>(See Note 6)                 | Total Aggregate<br>Sign Area | Max. Number of<br>Signs | Max. Area of Any<br>One Sign | Ground<br>Mounted<br>Sign |                                 | Ground Mounted<br>Background Structure |                                         |                                              | Illumination<br>Permitted | Min. Setback<br>From R.O.W.<br>(See Note 2) | Type Permitted | Max. Height<br>(See Note 3) | Additional<br>Requirements                                                                                                                                                |
|-----------------------------------------------|------------------------------|-------------------------|------------------------------|---------------------------|---------------------------------|----------------------------------------|-----------------------------------------|----------------------------------------------|---------------------------|---------------------------------------------|----------------|-----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                               |                              |                         |                              | Bonus<br>Multiplier       | Max. Area of<br>Any One<br>Sign | Bonus<br>Multiplier<br>(See Note 1)    | Max. Area of<br>Background<br>Structure | Max.<br>Height of<br>Background<br>Structure |                           |                                             |                |                             |                                                                                                                                                                           |
| (l) Window or Display Signs<br>(Non-Business) | 3 SF                         |                         | 1 SF                         |                           |                                 |                                        |                                         |                                              | None                      |                                             |                |                             |                                                                                                                                                                           |
| (m) De Minimis Signs                          | 2 SF                         |                         | 1 SF                         |                           |                                 |                                        |                                         |                                              | Yes                       |                                             |                |                             | Examples of De Minimis signs<br>may include signs stating hours<br>of operation, open/close,<br>accepted forms of payment,<br>business/professional<br>affiliations, etc, |

## GENERAL NOTES

1. Whenever a bonus multiplier is used for ground mounted signs, a landscaped base with a minimum depth of 36 inches on a side, must be maintained.
2. All signs must be set back the minimum distance from the road right-of-way, as specified, unless a greater setback is required by the Code of Virginia.
3. The maximum height column does not apply when ground mounted bonuses are obtained. Use the maximum height column for Ground Mounted Background Structure. For the purpose of locating building mounted signs, no part of the sign shall extend above or beyond the perimeter of the screening wall to which it is attached. No screening wall shall be constructed for the sole purpose of sign placement.
4. The following conditions shall apply for permitted "Real Estate-Temporary Open House - Off Site" signs.
  - a. Signs shall be located only at controlled intersections where there is a change in direction.
  - b. Signs shall be placed on private property only.
  - c. Signs shall be in place only during hours the house is open plus one hour before and two hours after the event.
  - d. Signs may be used for two (2) days on the weekends and three (3) days in the case of a holiday falling on a Monday, as well as one-half (1/2) day during the week.
  - e. The owner for the house or his/her designated agent must be present for the duration of the open house hours.
  - f. Signs shall include a company name with direction arrow.
  - g. Signs shall consist of a metal frame with composition sign of a semi-permanent type.
  - h. Homeowners or their designated agent may not use "Non-PD District Project Directional Signs - Off-Site".
5. The following conditions shall apply for permitted Non-PD District Project Directional Signs - Off-Site.
  - a. The location of signs must be approved by the County at the time of the sign permit application.
  - b. Signs shall be located only at controlled intersections where there is a change in direction.
  - c. Signs shall be placed on private property only.
  - d. Signs shall not be permitted on any arterial road, nor on any road listed in Section 5-900 of this Ordinance.
  - e. The signs may be installed after sundown Friday night and must be removed by sundown on Sunday. If Monday is a legal holiday, the signs may remain until sundown Monday.
  - f. The signs must be made of a permanent material, signs made of paper or cardboard are hereby specifically prohibited.
  - g. Builders may not use "Non-PD District Directional Signs - Off-Site" in combination with "Real Estate-Temporary Open House - Off-Site" signs.
6. In selecting the most appropriate sign category, the more specific listing shall take precedence.

Figure 1  
Ground Mounted Signs

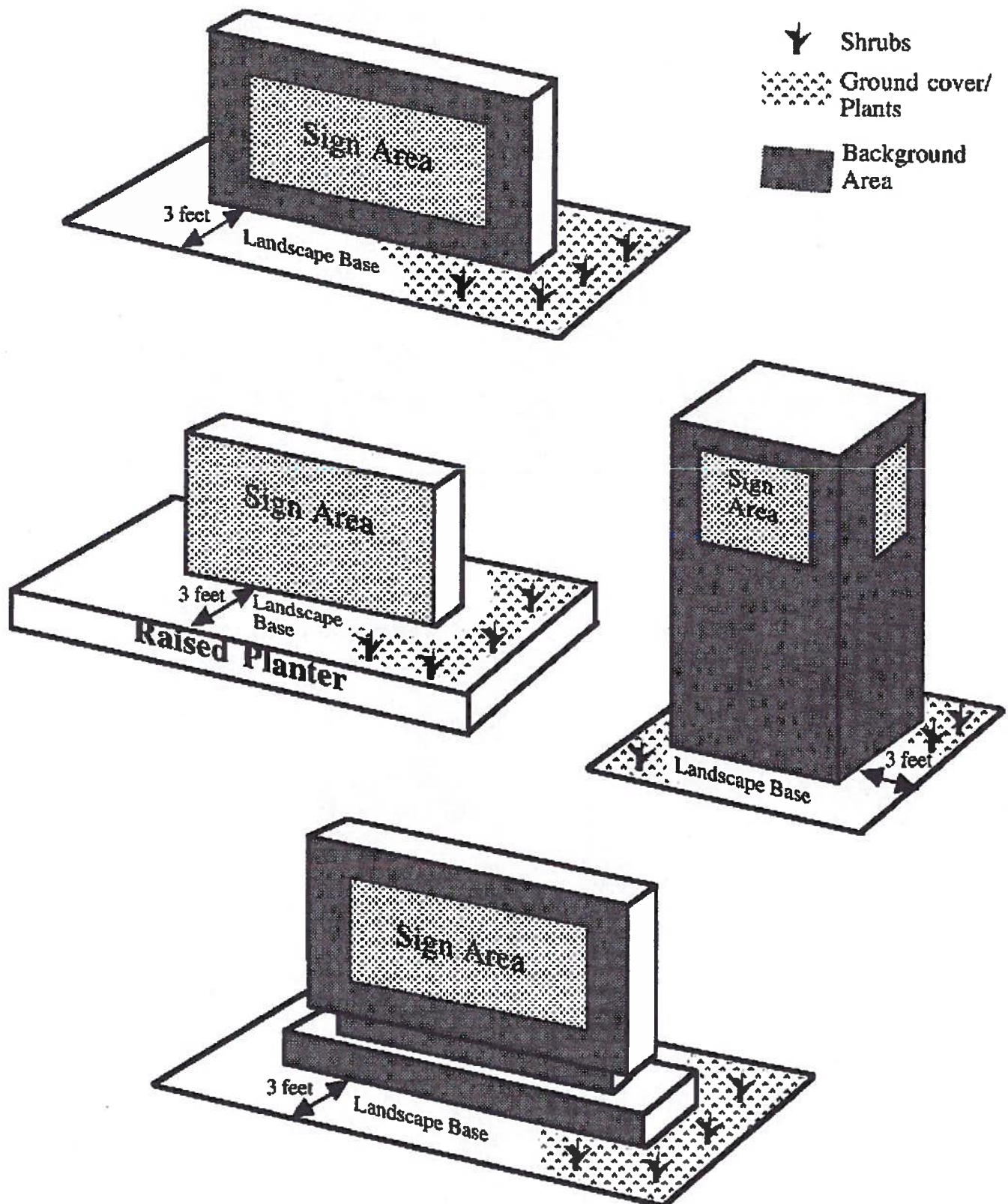




Figure 2  
**Pole Mounted Signs**

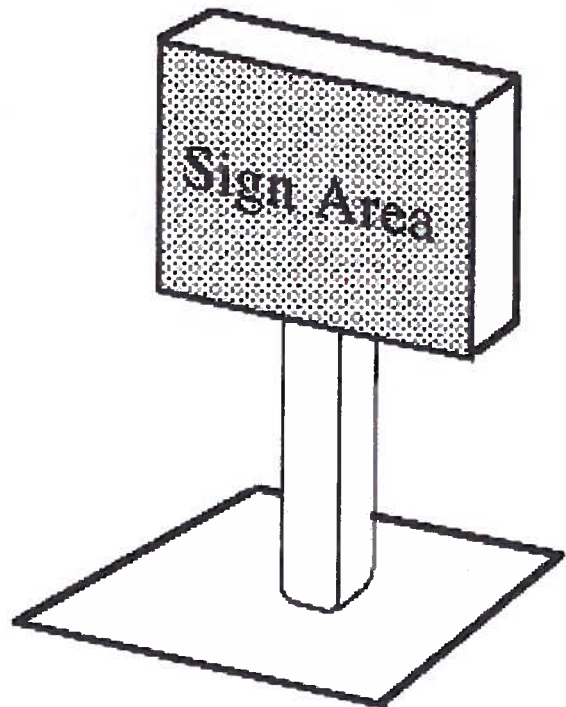
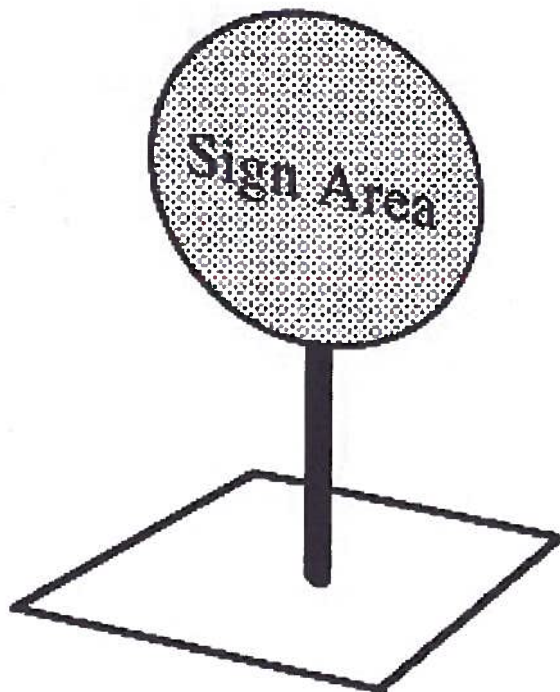
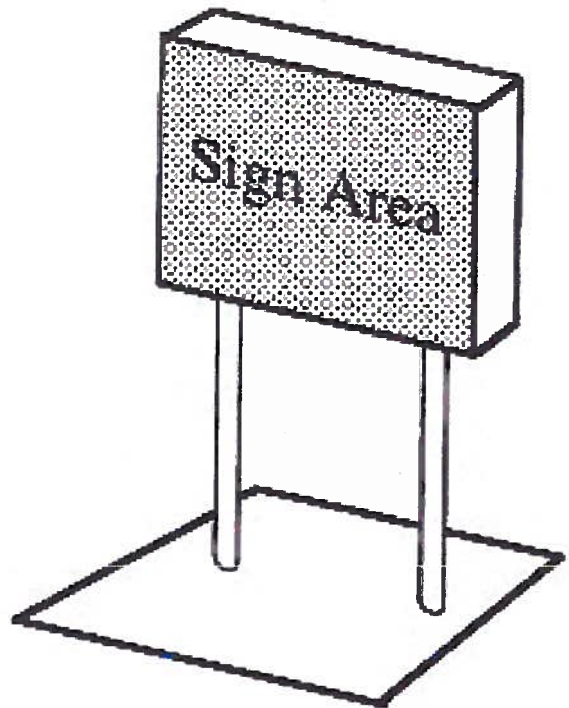
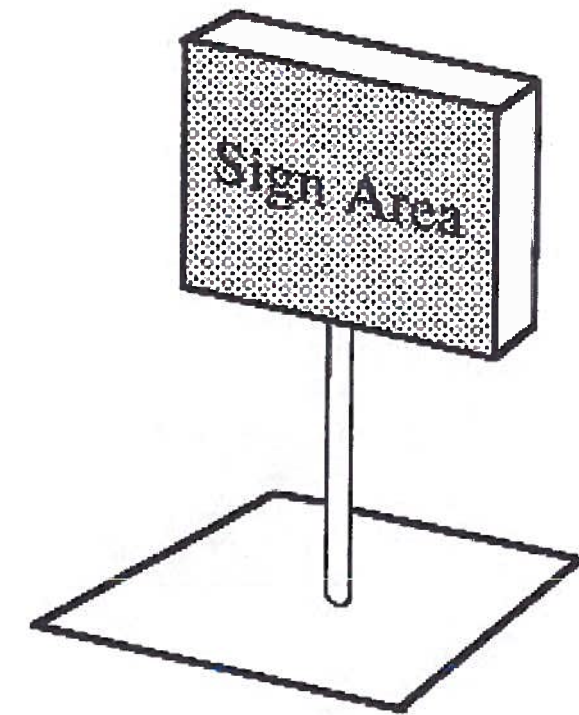


Figure 3

## Pole Mounted Sign

Max. Sign Area: 20 Sq. ft. (eg. 4' x 5' )

Max. Height Permitted: 15 ft.



Note: See Article 8 for  
Definition  
of Sign Height

4 ft.

## Ground Mounted Sign

Max. Sign Area: 30 Sq. ft.

(eg. 4' x 7.5' )

Max. Background Area: 45 Sq. ft.

(eg. 9' x 5')

Max. Height Permitted: 8 ft.



**Figure 4**  
**MEASURING SIGN AREA**



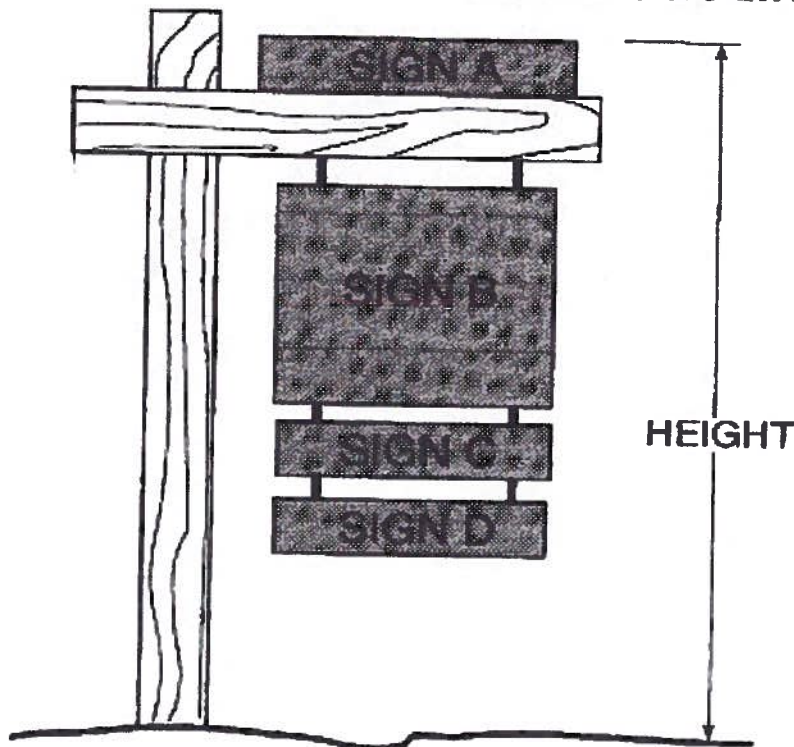
**SIGN OF INDIVIDUAL LETTERS**

$AREA = A \times B$



**IRREGULAR SHAPED SIGN**

AREA DETERMINED BY "THE RULE OF 8,"  
MEANING THE AREA OF THE SIGN IS DETERMINED  
BY THE AREA OF THE SHAPE CREATED BY OUTLINING  
THE SIGN WITH A MAXIMUM OF \*8 CONNECTING LINES.  
AREA = AREA OF TWO RECTANGLES FORMED BY 8  
CONNECTING LINES



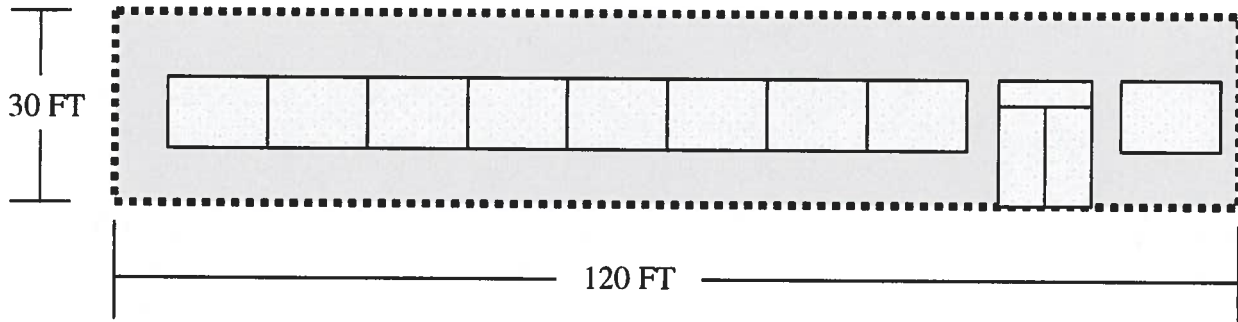
**REAL ESTATE  
FOR SALE SIGN**

$AREA =$  AREA OF SIGN A +  
AREA OF SIGN B +  
AREA OF SIGN C +  
AREA OF SIGN D



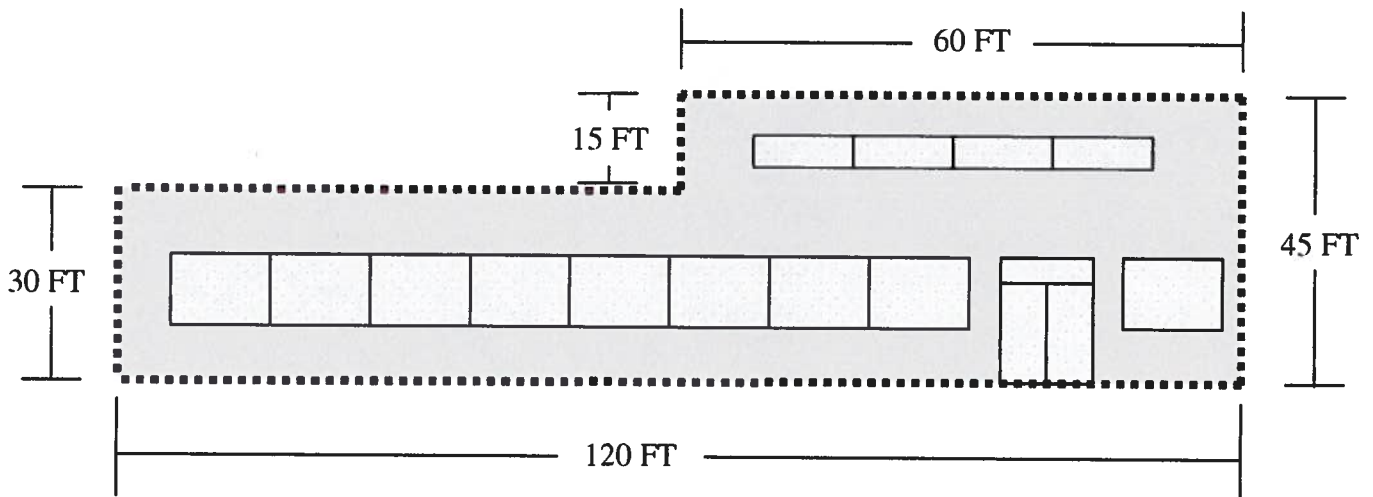
**Figure 5**

**Sign, Building Façade for Determining Size of  
Building 1**



Building Façade is equal to the entire area of an exterior wall of a building within a continuous perimeter (depicted with a dashed line). The Building Façade area for Building 1 is 3600 SF.

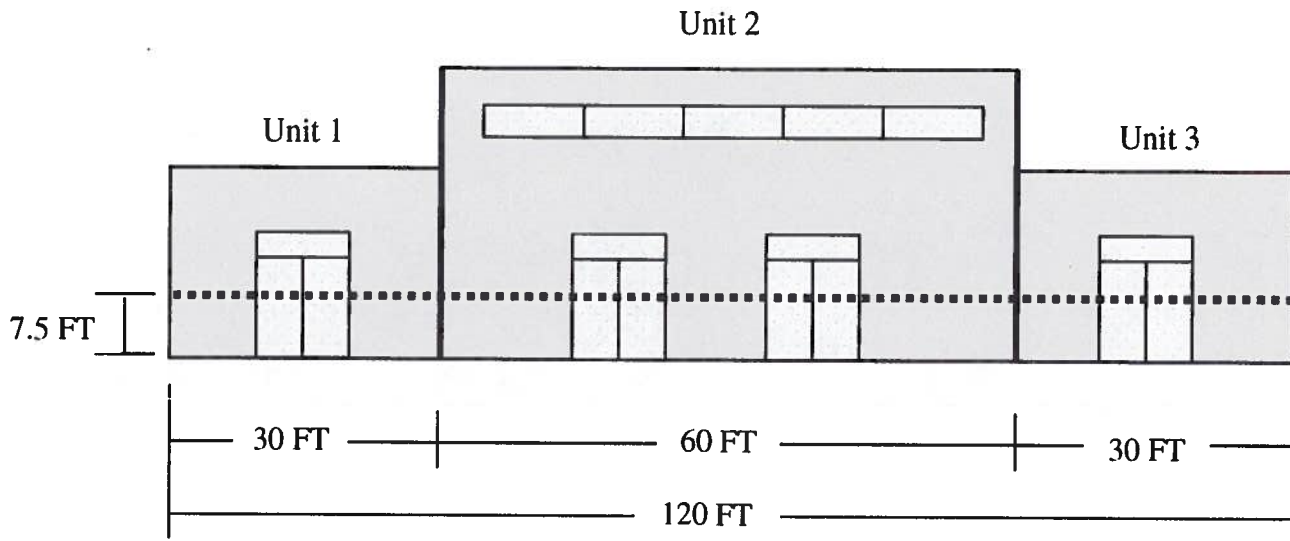
**Building 2**



Building Façade is equal to the entire area of an exterior wall of a building within a continuous perimeter (depicted with a dashed line). The Building Façade area for Building 2 is 4500 SF.

**Figure 6**

Sign, Linear Foot (LF) for Determining Size of



Linear Foot (LF) is equal to the length of a wall of a building which physically encloses usable interior space. Said frontage shall be measured at a height not greater than ten feet above grade. In this example, the Linear Foot (LF) of Units 1 and 3 is 30 feet, the Linear Foot (LF) of Unit 2 is 60 feet, and all lengths have been measured at 7.5 feet above grade (depicted with a dashed line).

Artistic Works Examples



Mural in Cascades Marketplace





Sculpture in Loudoun Tech Center

## **ATTACHMENT 8**

### **ZOAM 2009-0003, Sign Regulations**

#### **Signs Sub-Committee, Recommendations to the Board of Supervisors**

1. Consider adopting a policy to review the Sign Regulations every five years.
2. Consider initiating a Zoning Ordinance Amendment to revise temporary signs and real estate signs.
3. Consider passing a resolution authorizing pro-active enforcement of the Sign Regulations.
4. Consider requiring follow-up inspections of Comprehensive Sign Packages and issued permits to insure that signs are installed in conformance with the approved plan and permit.
5. Consider requesting amendment to the Virginia Maintenance Code to address maintenance of signs.
6. Consider directing the Department of Economic Development to assist small retailers in learning about promotional opportunities, other than signs.
7. Consider amending the Sign Permit Fee Schedule to allow Architects to apply for the \$50 Annual Permit for construction signs.

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## ATTACHMENT 9

### Existing Article 8 Definitions Related to ZOAM 2010-0002, Off-Site Directional Signs

**Church, synagogue, temple or mosque:** A structure or group of structures that is intended for regular gatherings of people to attend, participate in, or conduct religious services and other related activities and associated accessory uses. Associated accessory uses may include religious instruction classrooms, church offices, counseling programs, private school, youth programs, parking, child and adult day care facilities, summer camps, recreational facilities, caretaker's quarters, food bank, thrift shop, sale of religious items, and cemeteries.

**Civic, Social, or Fraternal Association Meeting Place:** An establishment of a private non-profit organization, including fraternal organizations, which provides social, physical, recreational, educational, agricultural or benevolent services. Such establishment shall not be operated for the purpose of carrying on a trade or business, and no part of the net earnings shall inure to the benefit of any members of such organization or any other individuals; provided, however, that regular employees may be paid reasonable compensation for services rendered.

**Civic Uses:** Such as government offices, public meeting halls, libraries, art galleries or museums, post office, and churches, and like uses which generate pedestrian activity and act as visual focal points.